

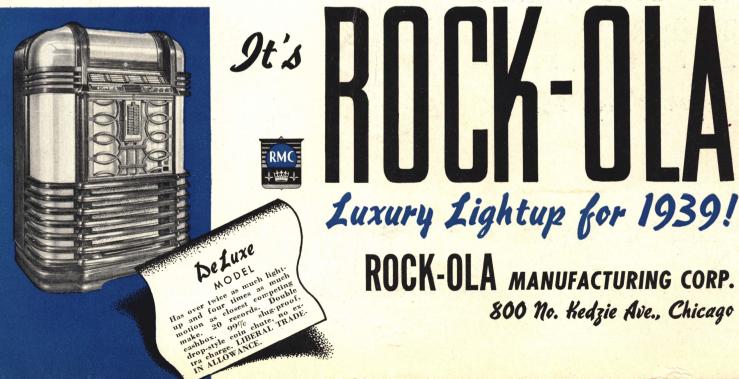
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Patrons PAY for glamor, excitement and change! That's why Rock-Ola's 1939 Luxury Lightup line of phonographs leads the parade of profits. It offers more than superb music; it thrills the crowds with its continuous color-show in MOTION! Rich, deep colors welling up from within, diffusing through the beautifully colored catalin areas of the new modern cabinet—a breathtaking sight—continuous floating clouds in color! The most brilliant, fascinating color-animation ever used in an automatic phonograph!

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COIN MACHINE REVIEW

Bally BEVERAGE VENDER

The COIN MACHINE REVIEW for June, 1939, Vol. 6, No. 12. Published monthly at 1113 Venice Blvd., Los Angeles, Cal. Fltzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Cal. under the act of March 3, 1879. COVER SUBJECT: Olivia De Haviland of Warner Bros. Photographer: Muky.



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Beautiful new baked enamel finish-choice of Blue-Green-or Brown.

Write for details and prices

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CHICAGO

COIN MACHINE REVIEW

Western Vending Machine Operators' Association

President — J. H. SCOTT, 1928 Montrose, Los Angeles, Fitzroy 5369; Vice-President—F. W. STRAW; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

LOS ANGELES - Attendance at the May meeting of the Western Vending Machine Operators' Association was the

Jhis 9s Our ANNIVERSARY!

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We have delivered Good Merchandise, Reasonably Priced, and allowed Good Money on Trade-Ins.

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> **NEW AND USED GAMES** PHONOGRAPHS PHONOGRAPH CABINETS

WOLF SALES CO., Inc.

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largest in many months, officers report, and a general interest among members indicate a large turn-out at future gatherings.

The complete program of entertainment, provided by President J. H. Scott, made the meeting one of the most interesting of the year. Immediately after the dinner, entertainers went into action. Singers, dancers, impersonators, and a legerdemain performer provided a fast, entertaining show. President Scott promises more programs equally good at future meetings.

An interesting talk by Claude Huizing, Sr., covered the problems of placing machines on location, relations with location owners and methods of servicing. A second speaker, Larry Hagler, discussed the benefits of membership in the Association, its purpose, aims and advantages. He suggested a drive to bring all non-members into the organization.

A drawing, for the distribution of door prizes was held. In all, fourteen prizes were given away. Donations for gifts included: nuts from L. A. Nut House; stands and globes from the Operators Vending Machine Supply Company; a peanut vending machine from Mills-Viking Company; nuts by Mellos Nut Company; and cash prizes from the Association.

The next meeting will be held June 27, at which time the annual election of officers for the coming year will take place. President Scott urges all members to be present for this important meet-

The only man who likes to see girls make hay while the sun shines is the man who manufactures sunburn remedy.



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Do you have "Key Troubles"? You can end them by using

VIKING'S

A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

KEY RINGS

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-E (will hold up to 30 keys)-10c each, Postpaid No. 5-R (will hold up to 100 keys)-35c each, Postpaid No. 10-R (will hold up to 150 keys)-50c each, Postpaid

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50 duplicate reports and carbon paper to each book Each, Postpaid (less than ten—10c each)

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Buy your charms from us in any way you like, either in assortment or in bulk. We specialize in supplying charms to large operators who necessarily must buy their charms as cheaply as possible. Just let us know what make of venders you operate and we shall supply the correct size charms. We have all kinds of charms including "Snow White and the Seven Dwarfs," Mickey Mouse, Pluto the Dog, Elmer the Elephant, Donald Duck, Popeye, etc. We also have large red skulls with rhinestone eyes, black dice set with rhinestones, small dice, either glass or celluloid or catalin, in many colors, etc. We have IMPORTED as well as AMERICAN MADE charms. Send 65c in postage stamps or otherwise for sample assortment containing 144 charms. Also write us what you want or need and we will then go into details.

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SAN FRANCISCO, CALIFORNIA

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COIN MACHINE REVIEW

A Reply to "7 Billion Nickels"

EDITOR'S NOTE: In the following article Harry Hurvich, of the Birmingham Vending Company, manufacturers and distributors, answers the article "Ten Billion Nickels" written by Samuel Lubell in the Saturday Evening Post for May 13th.

As one of the 1,000,000 to 2,000,000 who get "all or part of their income" from the coin machine business, I am prompted to reply to your recent article. It is so full of errors, discrepancies and exaggerations, that I cannot let it go unchallenged, even though I know full well that my reply won't have quite the audience, nor the thrill, that your article

In the first place, let me begin by stating that as articles of this kind go, yours was much fairer than the average. Even though you were obviously commissioned to write an article that would rouse the righteous wrath of millions of Americans, who are menaced by the monstrous "One Armed Bandits," your your sense of fair play, and the obvious facts, prompted you at times to admit that perhaps there were two sides to this question, and perhaps the coin machine business was not so completely a menace as it has been pictured.

For instance you pointed out that between one and two million people get all or part of their living from these machines. You called attention to the fact that these people were scattered throughout the country, and that many industries benefited. You couldn't help but admire the courage and ingenuity of a business, which, in addition to all the risks and hazards of any highly competitive business, has to fight endless crusades and much hostile legislation. "It's products are ever subject to seizure. It's markets are in constant danger of being closed. It has to satisfy the fickle public appetite for an everchanging menu of new games, yet design them to squeeze through legal loopholes." What a tribute to a business! As much as I would like to agree with the balance of your figures—as to the profits that are made, the truth forces me to disagree with you.

You state that most machines are "geared" to take from the public 20 to 30 times their cost. This is gross exaggeration. The average pin game sells to an operator for about \$75.00. This \$75.00 is divided first among factory employees, glass manufacturers, electrical wire people, cabinet makers, metal manufacturers, lumber people and hundreds of smaller industries. Next some of it goes to the railroads, truck lines and steamship companies. A small uncertain profit goes to the distributor who sells it to the operator. If the operator is fortunate enough to get a machine which happens to "satisfy the fickle public appetite" he might possibly get a profit of \$25.00 or \$30.00 before the machine loses it's appeal, and becomes a "Klunk" as you call an obsolete machine (although no coin machine man I ever saw uses this term). If on the other hand, he buys one of the many "flops" which are put on the market in an effort to catch the "fickle public appetite" he stands a chance to lose his entire investment.

If the business is as profitable as you intimate, Mr. Lubell, then why is the turnover in operators so great? Why do half the people who go into the business

get out within one year? Why don't they do that in the show business, or the jewelry business, although you say our business is more profitable than either of these. And it is just as unfair to say that the coin machine people make too many profits, because there is one Mills Novelty Company which happened to make an outstanding success, as it is to say that every filling station operator should be a wealthy man because a Rockefeller or a Sinclair made millions out of the oil business.

And as for ten billion nickels being as much money as Congress ever spent on the U.S. Navy or Army, it is the tax on these ten billion nickels, collected by Federal, State, County and City governments, together with similar taxes on other businesses which help to maintain the army, navy and other necessary functions of government.

You know Mr. Lubell, that the greatest trouble with this country today is not a lack of money, but lack of circulation. Don't you think the circulation of ten billion nickels, into every town and hamlet in the country, and divided among one to two million people and their dependents (your own estimate) is a healthy thing? Don't you believe that at least some of these one or two million would be on the WPA, PWA or some kind of relief if it were not for the coin machine business? And have you ever heard of anyone jumping out of a window or putting a bullet in his head because of money lost on coin machines? It seems to me the highly respectable stock market can be held liable for a few such deaths.

I'll admit that there are some abuses in the coin machine business. But by your own admission, ex-bootleggers took over the business with racket methods in some large cities. Didn't they also take over the dry cleaning business, the fur business, the food business and even the undertaking business?

And I believe also Mr. Lubell that you have found that in the places where public officials have been bribed, in many cases these public officials have deliberately created the conditions which made the bribery necessary and possible.

This is a free country peopled with liberty loving people. The average American wants the privilege of working for his money, and spending it how and where he pleases. The fiasco of prohibition showed conclusively that he will not tolerate being told how to conduct his personal life. Some people like baseball, some the movies, others like golf and still others coin machines.

I'll conclude as you concluded. "No one forces anyone to play games, and as long as the public wants gamesthey will get them in one way or an-

I hope it won't be long before public officials will conclude, as they did with prohibition, that it is futile to try to regulate the lives of individuals, and that they will turn their attention to the more serious problem of providing jobs for the unemployed—rather than trying to increase the unemployed by destroying the coin machine business.

NEW! PROFITABLE! TRADE STIMULATOR



HERE AT LAST IS THE PERFECT COUNTER MACHINE. GIVES PLAY-ERS 100% VALUE AT ALL TIMES!

Vends a high grade 5c lead pencil, with gilt tip and red eraser, for each nickel. To stimu-late sales, some of the pencils have trade award labels attached. Awards are from 10c

NO CHEATING

The operator knows exact amount of awards paid by merchant as the award labels are saved. Operator can determine in advance the amount of awards to be paid, as award labels (similar to cigar bands) are furnished separately and operator attaches them to the pencils.

DESCRIPTION OF MACHINE

Requires only 9 inches counter space. Steel cabinet baked enamel finish. Capacity, 150 pencils. Coin slot rejects most types of slugs and washers. Rubber Feet protect counter. Shipping weight, 19 lbs.

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We will ship excellent quality pencils at only \$1.25 per gross, for five gross or more.

Be FIRST with this big money maker! Rush Your Order TODAY! Terms: 1/3 Deposit, Balance C.O.D.

OPERATOR'S PRICE

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COIN MACHINE REVIEW

Take a Trip to Both World's Fairs on me!

Come In and Ask Me How

Jack R. Moore

JACK R. MOORE

413 S. W. 13TH AVE.

PORTLAND, OREGON

Nebraska-Iowa News Notes

By CHARLES P. RODMAN

Mills' new representative for Omaha and territory is the Howard Sales Company. Five new phonographs were sold during the first week the company had the line. A shortage of machines caused delay in the sale of several more.

With formal opening of the Major Ap pliance Company in Omaha on May 15, arrangements have been made to push the sale of Brunswick records, according to the organization's president, M. S. Livingstone. Bill Fent, in charge of the record department, states that the company has over 15,000 records available. A representative of the organization will be in the field, W. A. Soland, sales manager, announces. He will cover all of Nebraska, the western half of Iowa, part of Colorado, Wyoming, Montana and South Dakota.

Norton E. Landfield, representative of the Harlich Manufacturing Company of Chicago, made Omaha dealers a visit the latter part of May.

Ray Mortensen, operator of music boxes at Avoca, Iowa, was an Omaha visitor recently.

Lester Chapman of Carroll, Iowa, made Omaha a visit in May. He reports a decided pickup in music machine operations the past month.

Tony Mangano, president of the Howard Sales Company, Omaha, made a business trip to Kansas City for three days during the last week in May.

John Rosetti, New York novelty sales-

man, called on the Omaha trade May

In Omaha, during May, to purchase an International truck to use in his business, Don Cole, Wurlitzer operator in Lohrville, Iowa, reports conditions im-

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1113 Venice Boulevard Los Angeles, California

John Dauble, in charge of Victor and Bluebird records for the Sidles Company for the past few months, has been promoted to manager of the electrical appliance department. In the future he

will sell household equipment as well

as records.

Reports from all operators visiting Omaha during the past month indicate a better "take" from coin machines. This is especially true of phonographs. They seem to think a part of the upward trend comes from "dressing up" the new machines; a small portion is an indication of a general improvement in the business world.

Norman Quinn, phonograph operator of Lewis, Iowa, was an Omaha visitor for three days during the latter part of

Uncle Bert Wilder

dies at age of 103

AURORA, Ill.—Uncle Bert Wilder, long a friend of the coin machine industry and devotee of the skillful art of pinball shooting, died May 9, at his home in Aurora, at the age of 103.

Known to many in the industry as a liberal minded man, Uncle Bert Wilder championed pin ball games as an excellent form of relaxation. For many years he had one in his home which he played for his own enjoyment.

Diner: Why does that dog sit and watch me all the time?

Waiter: You've got the plate he usually eats from, sir.

********************* are saying about Globe's new Base-ball Board Printed in 8 gorgeous shades for unusual flash, it's a Big-Leaque attraction. A sure winner on any counter! Board takes in 2600 holes at Sc or \$130.00 Pays out(average) \$74 75 Average Prof-it \$55 25 Baseball symbol tickets. Semi-thick board. Celluloid \$620 protection over ackpots Price 620 Write for our new Folder on latest Money Boards GLOBE PRINTING COMPANY 1023-27 RACE STREET · PHILA., PA

MACHINE REVIEW

Why Operators Go Broke

By Robert Latimer

The often repeated question—why do operators go broke?—came up for discussion recently at a meeting of coin machine men in St. Louis. With operators and distributors both present and taking part in the discussion, the answers were many and varied.

Carl Trippe, president of the Ideal Novelty Company, spoke from the standpoint of the jobber and distributor; while Michael Ogilvy, who for many years has owned all types of coin machines, discussed the question from the

viewpoint of the operator.

An important point on which both Trippe and Ogilvy agreed, was that "an operator does not actually go broke." He may close his route for a number of reasons, including restrictions and bad seasons, but few are ever in deep enough to lose their investment.

If, however, the route is entirely inactive for a year or more, the operator may be forced to look elsewhere for locations. Ogilvy maintains, "the operator simply loses the depreciation on his route, potential profits, and possibly goodwill, but he does not suffer the same kind of loss the average retail store would under similar circumstances. His overhead can be curtailed along with profits, and the operator literally hibernates until more favorable conditions allow him to start out again."

Looking over records of associations in this territory for several years, it was shown that most of the original membership is still active, and except for a minor percentage of operators who entered other businesses, or quit because of ill health, the coin machine industry is as solid as it was seven years ago. What few examples of "going broke" were to be found can be explained with a set of eight reasons, each of which Ogilvy and Trippe discussed. The reasons, none of which can be overlooked with safety, are:

1. Bad choice of location—The coinman must select his locations from two standpoints. He must have favorable conditions, plus a good customer-acceptance at the location itself. Whenever an operator distributes his machines indiscriminately, in the hope of catching nickels everywhere, he is bound to run into trouble. Every location should be carefully checked for potential grief, as well as profits, before installation.

2. Operating obsolete, old equipment

The operator who continually tries to capitalize on good locations with machines which have lost their up-to-theminute appeal cannot hope to pull business. His main appeal is the novelty and fresh interest of his machines, and few customers play machines which are old and unattractive. A constant injection of "new blood" on a route will bring excellent returns and pull otherwise dead locations into the profit category.

3. Too slow depreciation on initial cost—Some operators go after depreciation in a useless manner, spotting in their new machines in low-pay locations, with the hope that they can improve these spots. In almost every case

this does not pay, and the machine cannot be written into the profit ledger until it is depreciated completely. It is suggested that new machines be placed in the best paying locations, thus depreciating them as rapidly as possible.

4. Lack of leadership and cooperation—The operator who does not join and assist an association, watch trends closely, and keep himself constantly informed of the business situation is almost certain to find himself on the downgrade. Reading his trade journal is another important point. It takes a solid, well-united front to keep the industry firm enough to offset derogatory influences.

5. "Chiseling" and competition—This is one of the worst and has happily been cut to a minimum. Some operators are in the habit of offering better commissions to locations in order to get their machines in use. Outright "chiseling" of rates and locations is the surest

way to an early failure.

6. Not enough fields of operation—Specialization has its advantages in many businesses, but the coinman who pulls good collections the year around must spread his machines and routes simultaneously—operating every kind of machine which has a conceivable market. If one slacks off one of the others will usually make up the difference.

7. Failure to keep income check on each type. Operators who breeze along, without keeping a down-to-the-penny check on every machine of each type, do not last long. Remembering that the operator is a "merchandise manager" of "salesmen," it is necessary for him to watch each location, and to match them against the others. Only in that way can he spot the right machine in the right location to insure the maximum profits. Keeping separate books on each type of machine is practical insurance against loss.

8. Two machines in one location—A fruitless act, in the majority of cases, is the placing of more than one machine of the same type on the same location. Most locations with two machines will show profits on one, with a loss on the other. One good machine is plenty of each type for a single spot.

In summing up the discussion Carl Trippe remarked, "To prevent any of these reasons from cutting down on route income there is one rule that must always be followed, that is—strict ad-

herence to better merchandising by coin machine operators."

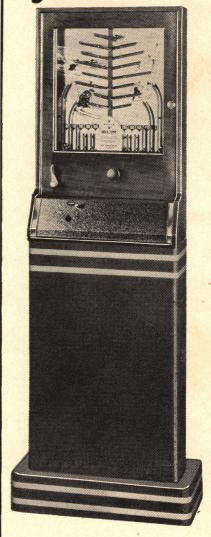
"Glad to see you getting in on time these mornings, Mr. Howard," said the manager.

"Yes, sir. I've got a parrot."

"A parrot? What for? I advised you to get an alarm clock."

"I did, sir. But after a few mornings I got used to it and failed to wake to its ringing. So I got a parrot and now upon retiring I hang the alarm clock over his cage. It wakes the parrot. And what the bird says would arouse anybody.

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Also counter model.

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GOIN MACHINE REVIEW

I have your trip to Both World's Fairs, too!

You want to know how? ... See me.

Dick Robinson

JACK R. MOORE

No. 7 N. BERNARD STREET SPOKANE, WASHINGTON



COIN MACHINE REVIEW

Employees

of Jack R. Moore meet in Portland

PORTLAND, ORE.—Employees of the Jack R. Moore Company held their Second Annual Meeting here early in May to form plans for the coming season and to discuss activities of the past year.

A feature of the gathering was a discussion of the new Bally Beverage Vendor now being distributed by Moore. Seen drinking a toast to the success of the new vendor in the picture above, are the managers and their assistants.

From left to right: C. R. Robinson, Seattle; Marie Back, Portland; Barbara Nafsted, San Francisco; Bruce Scrievers, San Francisco; L. Helen Cusson, Portland; John Ruggiero, San Francisco; Jack R. Moore; Thelma Oliver, Seattle; Evelyn Plant, Spokane; George Cusick, Jr., Spokane; H. B. Hoffman, Spokane; Valeria Skreslet, Portland; Charles Green, Salt Lake City; and Paul Miller, Seattle.

Held each year in order to allow representatives of the company to become better acquainted, and to make plans

and agree on changes in policy, these yearly meetings are very popular with the staff, Moore asserts.

The meeting this year closed with a banquet at which various members were given tribute for outstanding acts of theirs during the past year. John Ruggiero received the first consideration for his initiative and the best single order. He was given a "wardrobe" traveling bag.

A new briefcase went to Paul Miller for his outstanding work in the Washington legislative session just closed. Dick Robinson, George Cusick and Charles Green all received gifts for various acts and outstanding work during the past year. As a special gift to the lady members of the organization, and to the managers' wives, went a handsome white reptile, fitted purse.

"John, dear, I'm to be in amateur theatricals. What will people say when I wear tights?"

"They'll probably say I married you for your money."

Three New Games

introduced by Bally

CHICAGO. — Chevron, Double Feature and Victory, Bally Manufacturing Company's latest games, were announced to the trade by General Sales Manager Jim Buckley in May, with the statement that "the machines are designed to fit into Bally's balanced line policy."

Expressing his faith in the new machines, Buckley stated, "Following up the sensational success of Fifth Inning and Spottem, Bally now presents Double Feature and Chevron to insure a continuation of the big earnings enjoyed by Bally operators. Our third new hit is Victory, the game that means free play territory will continue to produce pay-table' profits.

"Chevron, as the successor to Spottem, enables operators to move their Spottems on to second-string spots and maintain peak earnings in their choice locations. With all the play appeal of Spottem, Chevron also includes a fascinating new 'when lit' roll-over which offers the same advantages as intermediate awards.

"Double Feature, while primarily built for the high-score market, is actually a revolutionary new departure in game action. The first really new development since the start of the spiral bumpers, Double Feature bumpers provide double-duty action. If the ball hits from above the player scores 100; if it hits from below, 1000 points are received. This innovation will unquestionably start the bumper boom all over again.

"Both Double Feature and Chevron include many new mechanical refinements such as in-a-door coin chutes, triple anti-tilt, new floating power, a super-sensitive shooter with long bearing and rubber tip—all features which insure longer life and greater profits.

"Victory has all the play appeal of Eureka with mystery selections, changing odds and 'win-place-show' awards. It has greater flash than Eureka with a popular sports theme on board and back glass. Like Eureka, Victory operates as a one-shot, a five-ball, four-ball or two-ball game, with or without a four-way multiple. All awards are metered and it has the same wide range adjustability as Bally pay tables."

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Perfect cubes. One-half inch square. Red, green or white.

\$2.00 per hundred cash with order

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1025 University Ave. Wichita, Kansas

Mailomat

stamps, collects mail

NEW YORK-Introduction of the Mailomat, coin operated service machine, during May, was cause for widespread interest among coin men of this city. The machine does away with the purchase of stamps, automatically printing a metered stamp on letters, then depositing them in a container to await col-

New York Postmaster Goldman and Ramsey S. Black, third assistant postmaster general, assisted in the demonstration of the new machine, at which time two letters addressed to President Roosevelt were deposited with the necessary coins and stamped by the Mailomat. Postmaster Goldman stated, "We look forward to the time when hotels and every public center throughout the country will have the opportunity of employing this new device.

According to the manufacturers, the Pitney-Bowes Postage Meter Company of Stamford, Connecticut, the machine is "foolproof" and has been approved by the Post Office Department for private distribution. Since metered stamps require no postoffice cancellation, use of the machine is said to facilitate handling of mail and expedite its delivery.

Pennies, nickels, dimes or quarters may be inserted in slots of the machine in any combination or amount up to 60 cents. Through a glass window in the machine the mailer's coin deposit is always visible. A dial permits selection of postage denominations from 1 to 22

Manufacturers state that a machine will be installed in the New York World's Fair Post Office. It is expected that the new machine will do much to make the public coin machine con-

You can take a trip to Both World's Fairs on me, too! Drop in-We'll talk it over.

George or Thelma

JACK R. MOORE

100 ELLIOTT AVE., WEST

SEATTLE. WASHINGTON



MACHINE REVIEW

Bert "Perk" Perkins, new assistant sales manager in charge of Bally Bell sales, and Jim Buckley, Bally vice-president and general sales manager, agree on the perfection of the new Bally Bell.

Bert Perkins

will promote Bally Bell sales

CHICAGO. — Bally Manufacturing Company has appointed Bert Perkins assistant sales manager in charge of Bally Bell sales, according to an announcement by Jim Buckley, vice-president and general sales manager.

With a bell background gained during six years as sales manager of the O. D. Jennings coin machine division, Perkins comes to Bally well prepared to carry on the organization and sales work of the company. "Perk," as he is known in coin machine circles, was for five years sales promotion manager and assistant sales manager in the Mills music division.

Perkins is said to be personally acquainted with more bell operators and distributors than any other man in the bell field. He is also a recognized authority on every phase of bell operation, Buckley states, and is generally credited with being the originator of the bell license idea.

Discussing his appointment to the Bally staff, Perkins said, "Naturally, I have had occasion during the past year to watch the growing popularity of the Bally Bell. I have come to the definite conclusion that it is going places. The double principle is very sound, particularly because one person playing a bell always attracts others. I am sold a hundred per cent on the Bally Bell and the Bally Manufacturing Company."

OPERATORS ATTENTION—OPERATORS ATTENTION

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P	USED	T
E	Cigarette Vending Machines	Т
R	We Buy and Sell All Makes and Models	E
A	Complete Satisfaction Guaranteed	N
Т	WRITE OR WIRE	Т
0	YOUR REQUIREMENTS	- 1
R	P & M SALES CO. 156 9th St.	0
S	San Francisco, California	N

OPERATORS ATTENTION—OPERATORS ATTENTION

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\$30,000.00

Up-to-Date

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with more than

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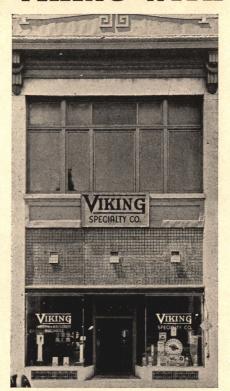
VENDING

MACHINES

and

OPERATORS'

SUPPLIES



Our

\$50,000.00 Stock

of

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MACHINES

and

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enables us to give prompt

and efficient service

to

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JOBBERS

VIKING SPECIALTY COMPANY

EINAR WILSLEY, Owner References: Dun-Bradstreet 530 GOLDEN GATE AVE. SAN FRANCISCO, CALIF.

COIN MACHINE REVIEW

Cigarette Vendors Ass'n of E. Penn. & New Jersey

By HARRY BORTNICK

Taking a vote on the recommendations of the special committee which had studied plans for a revision of the bylaws, the membership of the organization unanimously approved the measures proposed by the committee. A special meeting was held early in May, with the entire membership in attendance at which time the operators were informed of the suggestions offered by the committee.

Discussion centered about the meaning of the various types of locations. An "open location" meaning one in which members could place machines and "closed location" being one in which an association member has a recognized interest to place a machine.

Terminology of the various definitions was carefully explained by Norman Fuhrman, counsel and secretary, who stated that it was desired to include as much beneficial material as possible in the new by-laws. However, he explained, it was not intended to make the

revision too binding or restrictive so that it would be impossible for the grievance committee or other body to use elastic judgment in any situation that might arise.

Immediately the vote was taken and the revisions approved. A decision was made to hold another meeting during May at which time it would be possible for the members to further discuss the new by-laws.

Since the executive committee would be capable of guiding the affairs of the Association during the summer months, it was decided not to hold regular monthly meetings during that time. The executive committee will meet semimonthly or more often if any matter requires their attention. The committee will hold itself at the call of the chairman, E. J. Dingley.

The special membership drive which had been conducted previous to the revision of the charter by-laws resulted in the affiliation of several tobacco distributors who also operate cigarette machines. Among the largest of these distributor-operators is the I. J. Abramson Company.

Merchandise Filler

aids operators

CHICAGO—A new merchandise filler has been placed on the market for operators servicing peanut and ball gum machines, according to officials of the Automatic Games.

Designed by A. Theis, vending machine manufacturer for fifteen years, the new filler is made to enable operators to service their machines in a simple, quick and efficient manner.

The filler consists of a streamlined case with four separate removable units, each holding five pounds of merchandise. A spout on the end facilitates the refilling of vendors and an enclosed compartment holds tools and money.

LeRoy Stein

resigns CMA post

NEWARK, N. J.—LeRoy Stein, who has been manager of the Cigarette Merchandisers' Association of New Jersey since 1937, resigned here during May.

In addition to his duties as manager of the CMA of N. J., Stein helped organize the Inter-State CMA group. He also acted as manager to the Automatic Music Association of New Jersey, Inc. This post he also resigned recently.

Sol L. Kesselman, attorney for the CMA of N. J., is taking charge of the affairs of the Association until the new manager is appointed.

If you send it by ship, it's a cargo—and if you send it by car, it's a shipment.



\$5.95 REGULAR

Vends Charms, Everything Holds Full 5 Lbs.

THE LUCKY BOYS

LUCKY BOYS, Honestly Built, Honestly Sold, Either Size Your Money's Worth. Order Your Samples Today, You Be the Judge. Satisfaction or Your Money Back. 1/4 Dep., Bal. C.O.D. Manufactured by

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ROYAL
Vends All
Nuts,
Small
Candies.
Holds 2
Lbs. For
Bar or
Booth



Heart America

B. K. ANDERSON

KANSAS CITY, MO.—It's soft drink vendors, novelty and confection equipment, and music that are making news at locations in the Heart of America as the early summer season looms on the Missouri Valley Operators' horizon.

At Central Distributing Company,

Tim Crummitt states, "We're expanding music, both operating and distributing. We still have a full line of other equipment, too, but it is music that is paying

expenses today."
At Western Distributing Company,
Frank Schrogl, home between his numerous trips throughout the state, announced, "Music is moving. I'm selling and operating a lot of other stuff, but it is automatic music that's keeping me on the run.

Across the street Carl Hoelzel's new loading docks are usually filled with trucks. Carl was found recently, ex-claiming, "Nineteen of them have gone out of here today. I never have seen anything like the phonograph business.

When you walk through the doors of United's glass-fronted building, you see lights, brilliantly colored lights. And you hear music, the latest hit songs with just a sprinkling of old favorites. An indication of a very large business in phonographs that Carl has built up in a short time. United has also become one of the Midwest's leading music operating firms.

However, there is more to this music picture than the simple expansion of the conventional type of equipment. Counter size boxes are now really being exploited for the first time. At the Central Distributing Company may be found row after row of gleaming new stands for these boxes. The popularity of the new machines, both as space savers and new location-getters, is just in its infancy, distributors believe.

When asked what this new importance and prominence given to the opYou fellows in my territory can have a trip to Both World's Fairs For Details—See Me

Charlie Green

JACK R. MOORE

63 W. 2ND SOUTH

SALT LAKE CITY, UTAH

eration of music would mean in the future, several local coin machine leaders agreed: "It is giving the whole industry a new stability. It's removing the highly speculative aspects and replacing them with a conservative and reasonably optimistic outlook for our future as a leading industry.'

There has been some difference of opinion regarding the comparative value of metropolitan locations over those in the rural districts. The opinion of a local operator seems to voice that of the majority in this section: "On the average, metropolitan music locations pay better because their clientele is less limited. They expect less in the way of favors from the operator, they are less subject to seasonable declines, and there is less in the way of politics to play in getting and keeping a location."

The title of the "most rabid baseball

fan" goes to John Corse, Wellington, Missouri, operator. John was seen at the Kansas City Blues' opening game on crutches. The reason was an infected foot. John is now wearing both shoes and is minus the crutches.

Cecil Townley, Ozark Mountain region operator, reports that the fear of tourists being diverted from that resort region to the fairs at New York and San Francisco apparently is groundless. Early business has been brisk, he says, and Ozark operators have every confidence that the present season will pass last year by a large margin.

Ivan Nelson, who operates on the Kansas side of the Kaw, reports that every machine he owns is now on loca-

tion. Setting and operating them so they will stay in one spot is the secret of the whole thing, he says.

Hamilton Enterprises has become the busiest spot in town. And good reason, too, for their new combination threeway Mickey Mouse and His Pals Vendor is, in its first month on the market, breaking all this company's sales rec-

According to "Doc" Hamilton and J. G. Suor, the real possibilities of merchandising Walt Disney's famous characters via the vending machine route is just now being discovered by operators. This new vendor, which was released for sale hardly sixty days ago, has found a market far in excess of that which was expected, they said. It is possible to adjust the machine for gum, confections or nuts, and the large ball gum, prepared especially for this machine, carries the imprint of a Disney character on each ball.

Speedway is the name of Operator Vernon Sperry's new venture at Topeka, Kansas. He has built a three hundred foot track at the outskirts of the city and rents motor scooters, for which he charges five cents for two rounds of the track. For those who desire to use the scooters longer, a lower rate is charged. Several times each week he successfully stages races and other entertain-

Recently a group of midget auto racing drivers, on a bus-man's holiday, rented scooters for the afternoon and staged a private race. Also seen astraddle one of Vernon's scooters recently was Carl Hoelzel.

"You say this woman shot her husband with this pistol, and at close range?" asked the coroner of the eye witness to the colored tragedy.

"Are there powder marks on his

"Yassuh. Dass why she shot him."

IMING DEVICES

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BREAK YOUR PROFIT RECORDS WITH **BARREL OF ACES F-5075**

You'll never regret investing in BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.

2295 holes and the top payout is \$25.00

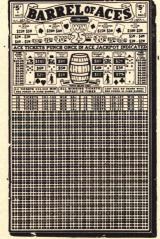
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MACHINE REVIEW

We'll be your hosts in San Francisco on your World's Fair trip here—and give you a swell send-off to New York.

Be sure and see us

Johnny Ruggiero

JACK R. MOORE

104 GOLDEN GATE AVE.

SAN FRANCISCO, CALIF.

Short Talks on Advertising

Prepared by the Bureau of Research and Education Advertising Federation of America

Culture on the Payroll Number 5

Contrary to the impression among many scholars, culture in this world is absolutely dependent upon economic prosperity. It was no accident that the Periclean Age came at a time when ancient Greece was very prosperous and had established a thousand trading posts in all parts of the civilized world. When her commercial prosperity died out, the culture of Greece was at an end, too.

The great Augustan period of Roman literature flowered when the Roman Empire enjoyed its peak of commercial prosperity and collapsed when the economic system collapsed. The same was true with the Italian Renaissance, that golden period of art and culture. When material riches of business failed to sustain it, the creative period of culture was at an end. After all, artists must eat and must have leisure time to do their work.

At every age in history it was the material wealth of industry that stimulated and supported cultural pursuits. As a result, culture today is most wide-



BRODI Miniature Slot Machine with instructions. \$1.00 cash with order HOWARD SALES CO. 223 S. 13th St. OMAHA, NEBR.

spread in those lands where industry is most productive. America has been fortunate in this respect, due to our highly efficient business system with its mass production and modern advertising.

In the United States we have had 150 years of unparalleled productivity. With only 7 per cent of the world's population living here, we have produced one-half of all the wealth on this globe. That is why, in these same 150 years, we have been able to build more schools and colleges than all the rest of the world combined. Culture in America is a thing for the masses. Over 30,000,000 students are registered in our educational institutions.

Among the greatest media for disseminating culture in this country are newspapers, magazines, and radio, in all of which we lead the world. The combined circulation of the 13,000 periodicals and newspapers included in the Census is over 300,000,000—nearly ten for every family. There are 700 broadcasting stations in the United States and 80 per cent of all families own radios.

These great instruments of education and culture in our country are supported chiefly by revenue from advertising. The amount readers pay for most newspapers and magazines represents only a portion of their actual cost, and for radio broadcasts we pay nothing at all. Thus the very finest in literature, art, and music is provided for the people without cost, as a by-product of the efficient working of our commercial system.

Advertising does much more for culture besides supporting the bulk of our printed publications and radio broadcasts. Our entire economic prosperity is linked up with advertising, which is an indispensable part of the important process of large-scale selling without which our modern industries could not operate and could not support present-day cultural activities. Advertising helps to bring down the cost of the things necessary to a civilized existence and popularizes culture itself.

In many ways, advertising subsidizes education for the masses and stimulates people with the necessary desire to attain a higher level of culture.

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Summer Specials

Buy with complete confidence at the REVIEW'S new Gift Shop. All merchandise guaranteed to please you or your money refunded. Everything shipped prepaid and safe delivery assured. Many of the items below are exclusive with us. Join the dozens that purchased from our ad last month . . . with NOT ONE SINGLE DISSATISFIED CUSTOMER. You must be satisfied with these items and we assume all risks.

POLAROID SUN GLASSES. You read about them in FORTUNE and LIFE. The ONLY sun glass that will positively eliminate glare. Your money back if they don't surpass any glass you've ever examined. In neat leather case. State whether large or small size, \$1.95

LEATHER MEMO APPOINTMENT BOOK. Memo pad mounted on one side and address index on other. Beautiful simulated leather, hand tooled designs. Pads replaceable. In rich brown for men and exquisite oyster white for ladies.....eq. \$1.25

HAND MADE NECKTIES. Made in Hollywood. Exclusive with us. All new spring and summer shades. Reversible type...same on both sides. A \$1.50 value 60c ea., or 6 for \$3.50 Tell us your color preferences. Our selection must please you or your money back.

IMPORTED BELGIUM GLASSES.

Exquisitely turned. Weighted bottoms, 8 in set and each a different color. Crystal clear. Set of 8 12-oz. glasses \$3.50. Set of 8 10-oz. glasses \$2.75

REMEMBER — YOU MUST BE PLEASED OR YOUR MONEY WILL BE PROMPTLY REFUNDED

The Little Gift Shop

1115 VENICE BOULEVARD LOS ANGELES, CALIF.

Owned and Operated by the COIN MACHINE REVIEW

14 COIN MACHINE REVIEW

Modern Merchandising

Location Owners

ask for new Bally Beverage Vendors

NEW YORK.—Starting what promises to be one of the biggest booms in the vending machine business in several years, orders and inquiries from locations for the new Bally Beverage Vendors are pouring into the offices of the Bally Manufacturing Company.

Interest has increased steadily since the installation of the new vendors in Warner Brothers New Jersey theatres. According to reports, location owners visiting the theatres have been so impressed with the convenience and service of the vendors that they desire immedaite installation in their own stores.

Owners of locations where Coca-Cola is sold are interested in using the Bally Beverage Vendor, it is reported. Many owners have requested operators to place a machine in their store. One proprietor stated, "I don't care as much about the profit as I do the convenience it gives my customers. It eliminates my personal investment, keeps my place neat and clean, and helps me do more business on sandwiches and other items.

"This is the first time," operators here report, "that a boom has been created for any machine by the locations themselves before the machine has generally appeared on the market. The biggest feature of the Beverage Vendor is the fact that it offers even greater profits than do cigarette machines.

"The operator's greatest problem at the present time is to figure out which spots should get machines first; the vendor is not a seasonal proposition and when a placement is made the operator wants the machine to stay there for years to come.



This vivacious young lady is Helen Mc-Adams, office manager of Northwest Sales in Seattle, who bears the distinction of being the first woman in Pacific Northwest coin machine circles to become a fullfledged aviatrix.

Pencil Vendor

ready for market

BROOKLYN, N. Y.-Immediate delivery on the new Profit-Sharing 5-Cent Pencil Vendor is now possible, according to Dave Robbins of D. Robbins and Company, manufacturers of the machine.

"All complaints about the player not receiving full value for their nickels are now a thing of the past," Robbins states, "In presenting this machine to operators, we have taken into consideration the fact that it can be operated either as a trade stimulator or as a straight merchandiser. The pencils we furnish have a retail value of five cents each, but because of our large purchasing power we are able to offer them to the operator at less than one cent each.

"Another important feature is the protection against excessive awards as the operator controls the amount of awards and knows definitely how much the merchant has paid out."

Metal Typer

being readied by Groetchen

CHICAGO.—Officials of the Groetchen Tool Company disclosed this week that their new model Metal Typer will be ready for distribution soon.

"As most distributors and operators know," stated J. O. Bates, Groetchen official, "the Groetchen Company had contracts to fulfill on this machine for the San Francisco and New York Fairs. These obligations are now practically completed and the new Metal Typer will be available within a short time. Complete information will appear in an early issue of this publication.

MACHINE REVIEW

Attention Operators!



Put these two winners on the firing-line and capture big, new Profits.

Like the famous "MASTER" bulk merchandise venders they are proven money makers and built to give long service.

- FLASH -

SPECIAL REDUCED PRICES ON "MASTER" VENDORS For Limited Time Only

Write or Wire Today!

The Norris Mfg. Co. COLUMBUS



Exhibit Busy

CHICAGO—A representative of THE REVIEW visiting the Exhibit Supply Company early this month was surprised to see the activity. Leo J. Kelley escorted the representative into the factory where several hundred men are at work, on two shifts, turning out the many new machines now being offered by Exhibit.

A REAL BARGAIN!-



ROWE 15c SLUG-PROOF 6 COLUMN "Aristocrat"

Cigarette Machines RECONDITIONED LIKE NEW CAPACITY 150 PACKS 5 OR MORE

\$1600 EACH

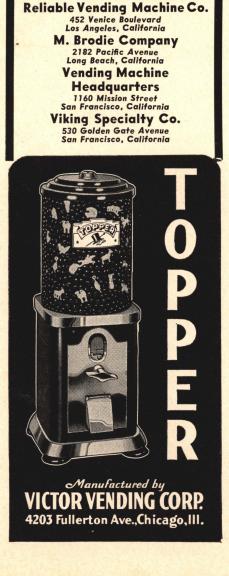
Sample Machine, \$18.50 Floor Stand \$3.00 Equipped with 20c Coin Slot, \$2.00 Extra. Terms: 1/3 Deposit, Balance C.O.D.

D. ROBBINS & CO

Brooklyn, N. Y



16
COIN
MACHINE
REVIEW



In St. Louis

with ROBERT LATIMER



An important meeting of the Associated Phonograph Owners of St. Louis was held here in May at the headquarters of the group, 1300 Market Street. The featured speaker of the evening was Hardy Schneider, president of the Phonograph Owners' Association of Southern Illinois. The topic under discussion was the new rate schedule of collections adopted for East St. Louis, Illinois, St. Louis, Missouri and Southern Illinois. The new schedule went into effect May 15.

Independence of operators, and justifiable collection schedules was the principal theme of Schneider's talk. The adoption of such a schedule culminates over two years of concerted effort by Martin Balensiefer and William Marks, representatives of the local group.

The new rate scale is based primarily on the value of the phonograph, in turn valued according to location potentialities. Commissions are gauged against overhead, usually figured at four dollars per week per location on machines less than two years old. A fair amount has been set to make certain that every location pulls its own weight. If not, the phonograph will be replaced with a depreciated, older model, or taken out altogether.

This is the most important regulation adopted in the twin states for over ten years, Schneider pointed out.

Minimums of from \$2 to \$7 per week are being placed on all locations served by members of the three groups. Perhaps the most outstanding feature of the new schedule is the ease by which locations can be "traded down." Operators will no longer have to spot brand new machines in locations which do not warrant the attendant overhead.

William Betz, St. Louis Seeburg distributor and president of the W. B. Novelty Company, held open house May 9 at the company offices, 3800 North Grand, for 300 music operators of this city and East St. Louis. The main attraction was the unveiling and demonstration of the new Seeburg phonographs.

C. T. McKelvey, Frank Merkle and John Baxter of the Seeburg Company were visitors and demonstrators of the new machines.

Carl Trippe of Ideal Novelty Company

is crowing over rival operator-athletes after the Ideal bowling team was named champion of the South St. Louis Merchants' Bowling League May 9. The team, after making a hard uphill fight during the entire season, came out one game in the lead. Men comprising the kegling staff are Art Paule, Lon Ferguson, Len Stirrat, Harold Moser, and Bill and Frank Besdeck, all operators and service men backed by Ideal.

A new operator, Lee Guerkey, was welcomed to the fold by the Associated Phonograph Owners' Association this month. Operating a route of 40 new Wurlitzers, Lee has one of the most romantic sections in the nation for his string—the historic and beautiful Lake of the Ozarks region near Camdenton, Missouri. Summer resort and tourist business has already begun to play a melodious tune in the cash boxes on Lee's route.

Bill Marks, St. Louis' "baby veteran" operator of Wurlitzer phonographs, announces that he will leave for California upon receipt of a new Oldsmobile. Last year, with Mrs. Marks, Bill visited the Ozarks and Chicago, but this year he plans to cover some territory.

Congratulations are being heaped on the Morris family—operators of coin machines in St. Louis since the beginning of the industry. Starting with the youngest member of the family, Walter Morris, 19, and totaling the number of years that the various members have spent in the coin machine industry the group can count 100 years in the business.

After Walter, a music operator, comes Sidney Morris, who can look back on nine unbroken years in the phonograph trade. A step farther back is J. S. Morris, president of the J. S. Morris Novelty Company, and of the Missouri Amusement Machine Operators' Association. Two more brothers, Ben and Ike Morris, are on the personnel staff of the Morris Novelty Company. The oldest member of the family in the trade is Jacob Morris, who built up the first coin routes before the 1900's.

Carl Trippe, Ideal Sales president,

Carl Trippe, Ideal Sales president, and Mrs. Trippe are making plans for an extended trip to the New York World's Fair during July. Among the activities which keep Trippe busy is the new arcade just opened in the Westlake Amusement Park in suburban St. Louis. Opened May 14, this is the largest arcade in Missouri.

Leo Wichlam reports that the Bally Fifth Inning game and the Bally Chevron are both way out in front in summer sales. He hasn't been able to make delivery on the Fifth Inning device for several weeks.

Duke Stearns, former manager of the Ideal Sales Company, has located in Manhattan, Kansas, and has opened an independent auto parts supply store.

NAME AND NUMBER PLATES

MACHINE NUMBER

W.W. WILCOX MFG. CO. CHICAGO

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size $\frac{3}{4}$ " x $\frac{2}{2}$ ". Can have any lettering or numbering on plate within reason.

50 @ 7c each — Total \$ 3.50 100 @ 5c each — Total 5.00 250 @ 4c each — Total 10.00 500 @ 31/2c each — Total 17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872 W. W. Wilcox Mfg. Co.

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OPERATORS ARE NOW FEATURING

OBIA PISTACHIO

During the Spring and Summer months, Pistachios will outsell all other products. Now is the time for you to fill your machines with these delicious nuts.

We carry a fresh supply of Pure White and Rose Red Pistachios at all times and can give you prompt shipment.

Write us for new low prices on the new crop Pistachios!

IKING SPECIALTY

EINAR WILSLEY, Owner References: Dun-Bradstreet

530 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

Coin Machine Industries, Incorporated, formed as C.M.M.A. and N.A.C.O.M.M. join forces

CHICAGO.—Bringing all manufacturers of coin operated machines into one closely knit association, the Coin Machine Industries, Incorporated, was formed May 9, at a meeting held in the Sherman Hotel.

The founding of the new organization, composed of members of the National Association of Coin-Operated Machine Manufacturers' Association, automatically discalled both former groups ally dissolved both former groups.

That this unanimous agreement to form the new association abolished all differences of the past and brought together any opposing factions was borne out in a statement by Jas. A. Gilmore, newly appointed secretary-manager of the organization. He stated, "The general atmosphere of the meeting was reflected by the sincerity of the entire membership to forget the differences of the past and unite behind the new officers and directors so that the industry can present a formidable front on any and all problems that may confront them in the future.

Officers elected to head the group are:

David Gottlieb, president; Jack Kelner, vice-president; Ray Moloney, second vice-president; Walter Tratsch, secretary; William J. Ryan, treasurer. Directors will be: David C. Rockola, R. W. (Dick) Hood, P. G. Kelner, Walter A. Tratsch and David Gottlieb.

The new organization voted to maintain headquarters at the Sherman Hotel. Preparations are now being made to hold the "only coin machine show sponsored by the industry in 1940." The announced dates for the convention and exhibition are January 15-18. As the one show will take the place of the two held so unsuccessfully this year, officials anticipate one of the greatest conventions in the history of the industry.

The new group unanimously tendered David C. Rockola a vote of thanks for his efforts and methods in helping to bring together the two organizations.

The Harmony Party, held May 24 in the Louis XVI Room of the Sherman Hotel, was the first general meeting of the newly formed group. Officers and directors were installed, following a

dinner attended by representatives of all divisions of the industry. A floor show and other entertainment helped to make the meeting a gala affair.

Yulee Lowe

appointed vice-president of Modern Vending Co.

MIAMI BEACH, Fla. — Yulee Lowe, secretary of the Dade County Music Operators' Association, has just been appointed vice-president of Modern Vending Company, according to Irv Sommer.

"Miss Lowe is one of the most popular personalities in Florida's coin machine industry," Sommer states. "We believe Miss Lowe will prove herself one of our most efficient executives and look forward to her introducing many new systems and services for our business in

Becker Forms Company

CHICAGO—Ray Becker, for the past three years associated with the J. H. Keeney Company, left the firm recently to establish his own game manufacturing concern. His organization will be known as Ray Becker and his Recreational Games, Inc.

Becker leaves his position as sales manager of the Keeney firm with the best wishes of officials in the organization. He will specialize entirely in the manufacturing of manually manipulated skill games for location and amusement park operation, as well as models without coin chutes for home recreation room purposes, it was announced.

. . . VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW Attention PEANUT-SHAPED CHEWING GUM

Will vend in any peanut vending machine
A fast seller—people buy it because they like it
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Pa. State Ops. Ass'n.

By HARRY BORTNICK

A meeting of the Board of Directors, which includes representatives of every Association in the State affiliated with the State-wide body, was held in Harrisburg during the early part of the month. At this meeting problems of the local organizations, as well as those of the entire state were under discussion.

It was agreed that the full influence of the State membership should be brought into support of the House Bill 426, now in committee in the State Legislature. Special petitions for the signatures of voters in the various counties would be printed under the direction of the local organizations, the Directors decided. These petitions should be printed and distributed to stores, clubs and other locations where it would be possible to gain the signatures of voters interested in securing equitable legislation for the industry.

Harry Wexelblatt, counsel and secretary, acquainted the Directors with a bill brought onto the floor of the House which he considered a potential detriment to the industry in the State. The legislation, House Bill 277, calls for a \$10 tax on each game of skill used in Pennsylvania. It specifies that pinball games are included.

Possible section of the Act which might eventually prove harmful to coin machine operators was the part which neglected to mention that the H. B. 277 amended the present tax. It might therefore be considered a levy in addition to the existing Mercantile Tax, Wexelblatt explained. For that reason, he advised the operators to renew their efforts in behalf of H. B. 426, which specifically mentions that it amends the tax of 1907 and thus removes any doubt of double taxation

The Directors gave credit to Harry Wexelblatt for his good work in maintaining contact with the local Associations in the State. He has continually attended conferences with executives of local groups and aided them in settling questions of importance.

It was decided to temporarily discontinue the meetings of the Board and relay the duties of maintaining relation-

Our Stock Of Reconditioned Machines

is the largest in the country.

All Machines Reconditioned and Ready for Locations. Guaranteed Mechanically Perfect and Clean in Appearance.

60

PATTABLES	7	21012	
Fairgrounds Sport Page Fleetwood Gottlieb Multiple Races. Keeney Derby Champs Bally Stables Turf Champs Preakness Mills' Flashers CONSOLES		5c or 10c Blue Front Gold Award. 5c Single Jack Mills' War Eagles 5c Cherry Bell 5c Jennings' Silver Chief 5c Jennings' Silver Melon Bell 10c Jennings' Chief Console 5c Caille Cadet	39.50 52.50 47.50 47.50 47.50
COMPOSE			

Western Fast Track.
Keeney Red Head Track Time.
Jennings' Flat Top Derby Day.
Jennings' Slant Top Derby Der 24.50 64.50 34.50 44.50 118.50 118.50 190.00 24.50 104.50

Beautifully illuminated grill installed on all model phonographs \$10.50 extra.

Seeburg Model C.
Seeburg Model J (Selective)...
Wurlitzer 412
Rockola No. 2 Regular
Rockola Imperial (20 Records).
Mills' Swing King.
Mills' De Luxe Dancemaster...
Mills' Zephyr...

SPECIAL!!! SEEBURG MODELS A & B \$32.50 12 RECORDS SELECTIVE

TERMS: 1-3 Deposit with order, balance c.o.d.
Write today for your copy of our new bulletin listing complete line of paytables, phonographs, consoles, slots, novelty games and counter machines.

NOVELTY ATLAS

THE HOUSE OF FRIENDLY AND PERSONAL SERVICE 2200 N. WESTERN AVE. CHICAGO, ILLINOIS

ship with the different groups to the secretary

Wexelblatt will regularly inform the various organizations of the work he is doing and will call upon them for assistance whenever necessary.

Maryland Operators

form new association

BALTIMORE - The Maryland Operators' Association was formed here during May by operators who wish to insure the legitimacy and stability of the industry and improve general conditions in this area.

Officers were elected at a meeting held at the Southern Hotel on April 30. Those who will hold office are: Irvin Blumenfeld, president; Nicholas Brous, vice-president; Harry Rosenberg, secretary; and William J. Moran, treasurer.

Over 50 operators have been enrolled as members at the two meetings held. Many others have shown interest in the organization and have indicated their intentions to join.

Blumenfeld voiced the feelings of the group when he said, "Conditions are now ripe for the formation of an association. Operators throughout the city are beginning to realize the necessity of an organization to protect the best interests of the industry. We must be prepared to fight any eventuality that may imperil our legitimacy and we must combat any attempts to impose destructive and punitive tax measures on

Kenneth Mackenzie

appointed manager of A.M.A. of N. J.

NEWARK, N. J.-Kenneth W. Mackenzie of East Orange has been appointed manager of the Automatic Music Association of New Jersey, Inc., according to an announcement by President Everett Masterson.

Mackenzie was formerly advertising representative of Stern's newspapers and was connected with the New York Post and the Philadelphia Record. Previous to that he was executive secretary of the Real Estate Board of Newark, New Jersey, and of Yonkers, New York.

The Association has just opened a suite of offices on the ninth floor of the Military Park Building, 60 Park Place, Newark, New Jersey.

If You Need 1-Balls Single Coin Chute or 1-Ball Multiples or Regular Slot Machines, You Will Save Money By Writing or Wiring for the Equipment Listed Below!!

SELLING OUT 359 MACHINES

- 59 THISTLEDOWNS
- 30 SPORT PAGES 21 HAWTHORNES
- 12 KLONDIKES
- FAIRGROUNDS
- 39 MILLS 1-2-3 (NEW STYLE)
 28 MILLS SQUARE BELLS
- 14 MILLS HI-BOYS

- 28 MILLS 5c MELON BELLS
- 12 PACES RACES (BROWN CAB.) 8 EVANS LUCKY LUCRE 15 EVANS GALLOPING DOMINOS
- 24 COLUMBIA JACKPOT BELLS 24 COLUMBIA CIGARETTE BELLS REAR PAYOUT
- 36 MILLS CHERRY BELLS

MORE ASSORTED AUTOMATIC GAMES A SLOTS TOO NUMEROUS TO MENTION!! AND ABOUT 120

We Are Also Authorized Distributors For

MILLS NOVELTY CO.
BALLY MFG. COMPANY
CHICAGO COIN MACHINE
MFG. COMPANY

DAVAL MFG. COMPANY
EXHIBIT SUPPLY CO.
STONER CORPORATION
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COMPANY
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WIRE or WRITE STATING WHAT YOU CAN USE!! WE ASSURE YOU PRICES WILL PLEASE ON EXACT REQUIREMENTS!

E VENDING MACHINE COMPAN

205-15 Franklin St., Fayetteville, N. C.

Cable Address "COINSLOTS"

MAKE MONEY NIGHT and DAY

Without Selling

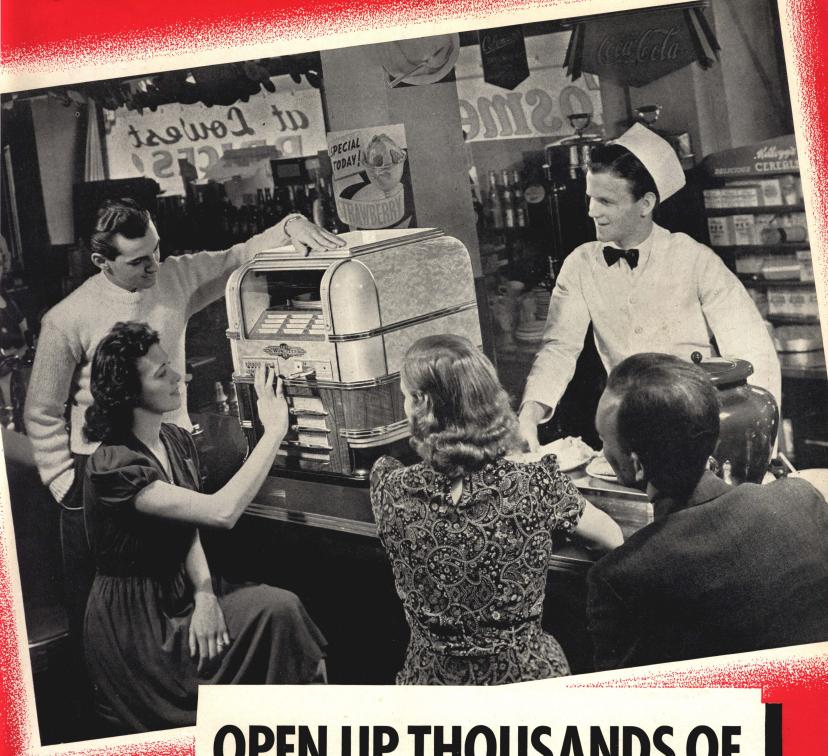
Step into big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits! Vends candy, gum, peanuts. Start small—full or spare with the state of the

10 "Silver Kings" \$55 from factory.

AUTOMATIC GAMES 2425 Fullerton Ave. Chicago, III.







OPEN UP THOUSANDS OF NEW TYPE LOCATIONS

WITH

WURLITZER

Counter Model 61

TURN LOCATIONS THAT NEVER BIG PROFIT SPOTS WITH THE



Wurlitzer Music Merchants have proved this fact. The Wurlitzer Counter Model 61 is a natural for the bar in multi-room locations already having a console Wurlitzer.

Now hundreds of them are discovering an entirely new avenue of profits opened wide by this compact Counter Model. New types of locations that never had music before are clamoring for this brilliant money-maker. Study the pictures on these pages. Count the number of similar locations in your territory - all prospects for a Counter Model. Then get these small size, big money-makers working and earning for you in places you never dreamed of as prospects for automatic music.



Diners, Counter Restaurants and Roadside Stands Need Music. Lack of room need no longer deprive these places of good music. A Wurlitzer 61 on the counter will get steady play — pay you permanent, big profits all year 'round.



Small Bars and Cocktail Lounges Welcome Wurlitzer Counter Model Music. Open long hours, serving hundreds daily, patrons of these places gladly pay to hear good music. Cash in by installing Wurlitzer Counter Model Phonographs.

HAD MUSIC BEFORE INTO WURLITZER COUNTER MODEL 61



Ice Cream Parlors are Ideal Spots for Counter Model Music. Gathering places for people in the mood to be entertained, turn every ice cream parlor and confectionery store in your territory into a "gold mine" for you with a Wurlitzer Model 61.



Milk Bars are all the Rage and all Need Wurlitzer Music. Sweeping the country like wildfire, milk bars are "naturals" for automatic music — have produced amazing profits for Music Merchants quick to see an opportunity for installing Wurlitzer Counter Models.



Bus Terminals are Hot Prospects for Wurlitzer Counter Models. Cash in on crowds waiting for buses. Give them the opportunity to enjoy good music while they wait. Bus terminals, airports, railroad stations have proved profitable spots for Counter Models.



Beauty Parlors and Barber Shops are Good Counter Model Prospects.

Turn the time people spend waiting in beauty parlors and barber shops into big profits for you. They'll gladly pay to enjoy Wurlitzer Counter Model music while they wait.



Lodge Rooms and Legion Posts Pay Big Music Profits. Turn every fraternal order, social club and Legion Hall into a constant source of music profits. They'll pack Counter Models full of coins, pay you big returns on your investment.



Drug Stores are Money-Makers for Wurlitzer Music Merchants. S m all town "community" drug stores or busy big city drug stores with fountain service all produce big play for Counter Models — big pay for Wurlitzer Music Merchants.

Try one out! MAIL THE COUPON ON THE NEXT PAGE....

WURLITZER



The WURLITZER COUNTER MODEL 61 is a Sensational Value

Buy it with SMALL DOWN PAYMENT EASY MONTHLY PAYMENTS

AN OUTSTANDING SUCCESS WHEREVER INSTALLED

ALREADY PAYING GREATEST RETURNS PER DOLLAR INVESTED IN THE HISTORY OF THIS INDUSTRY

OPENS UP ENTIRELY NEW KINDS OF LOCATIONS

A Great Opportunity for New Profits

COUNTER MODEL 61

ON ONE OR MORE LOCATIONS

Prove that it will Make Big Money FOR YOU!

Don't wait for somebody else to seize this golden opportunity. Get in on the ground floor. Get your order for Wurlitzer Counter Models in the mail

Test them in small bars, ice cream parlors, drug stores, roadside diners, "counter" restaurants anywhere that crowds gather to eat, drink or be entertained.

Experience proves that these brilliant compact instruments not only quickly pay for themselves but pay big profits right from the start.

Dozens of Music Merchants who ordered their first Counter Model Wurlitzer only a few months ago now have 50 — 60 — some over 100, working and earning for them today.

Here's your chance to grasp an opportunity every bit as great as that in the days when Console Model Wurlitzers were first introduced.

Prove it. Use the coupon as an order blank. Get one or more Wurlitzer Counter Model Phonographs on their way to you without delay.

THE RUDOLPH WURLITZER COMPANY

North Tongwanda, N. Y.

"A Name Famous in Music for Over Two-Hundred Years" Can. Fac.: RCA-Victor Co. Ltd., Montreal, Quebec, Can.



RUDOLPH WURLITZER COMPANY North Tonawanda, N. Y.

Please ship me.......Wurlitzer Counter Model 61

Commercial Automatic Phonographs, in payment for which my check is enclosed.

Name

Order Now **USE THE COUPON**

Automatic Music



Plans for Year

discussed as Wurlitzer District Managers meet

Two meetings of Wurlitzer District Managers—one in Denver, a second in Cleveland—were held during the early part of May for a general discussion of plans for the remainder of the year.

Presiding at the conferences was Wurlitzer's General Sales Manager M. G. Hammergren, assisted by Carl E. Johnson, vice-president and general manager of the North Tonawanda Division.

Keynote in the discussion was the announcement that Wurlitzer would not introduce any new models during the remainder of 1939. Johnson assured the group that the factory will be able to meet the demand for Wurlitzer's Console Model 61 which operators have found so successful during the past few

Wurlitzer's western District Managers, shown in photo above, gathered in Denver where they were joined by Hammergren and Johnson. Reading

from left to right, are: Fred Fields, O. F. Kramer, R. Q. Kramer, M. G. Rosenberg, R. I. Rigdon, M. G. Hammergren, R. S. Bleekman, W. E. Simmons, Carl E. Johnson, William P. Bolles and W. C. Mossbarger.

Eastern District Managers, meeting at Cleveland, shown in photo below, are: Fred Rabe, J. A. McIlhenny, A. M. Mendez, M. G. Hammergren, Carl E. Johnson, Harry Payne, J. A. Darwin and W. R. Deaton

Speaking of Model 61 Hammergren stated, "The fact that it is the only Counter Model Phonograph with built-in speaker certainly appeals to music merchants and location owners alike and is one of the reasons why it is in such demand.

Hammergren remarked on the success of the meetings and stated, "Every Wurlitzer District Manager present expressed hearty approval of Wurltizer's 'No New Model' plan, and all agreed the stabilizing influence of this and other Wurlitzer policies announced earlier in the year had played a big part in attracting to Wurlitzer an ever increasing number of music mer-



Nickels Feed

phonographs, so op. loads location owners

MT. CARMEL, ILL (RC)—Distribution of nickels in five dollar amounts pays excellent dividends to A. C. Entzminger, who maintains a string of phonographs and pin-tables through eastern Illinois counties.

On every service or collection call, Entzminger carries as many nickels as the proprietor of the location can conveniently handle. He persuades each location owner that he should keep his till well supplied with this small change,

VOCALION

Tops Your "Must" List!

especially before Friday or Saturday night crowds begin to arrive.

Proof that such a policy pays was determined conclusively last year by marking a few nickels inconspicuously, asking the proprietors to distribute them in change, and then watching for their return in the cash box. About half of those given out were returned on the same evening, thus assuring the location owner that his money was staying inside the building, and plenty of conviction that the idea pays.

"Most customers in a tavern or bar regard nickels as phonograph 'feed' Entzminger contends.

BRUNSWICK

Every Artist an ARTIST!

George Murdock

George R. Murdock

to cover West for Rock-Ola

CHICAGO—George R. Murdock began an extensive trip through the West during May to act as a special factory

> representative for the Rock-Ola Manufacturing Corporation.

> He is most enthusiastic about the trip, Rock-Ola officials state, having lived and worked in the far West for many years. Murdock made Los Angeles his headquarters and home until a few years ago, at

which time he made connections in the

Jack Nelson, Rock-Ola vice-president and general sales manager, states: "George Murdock is especially fitted for his new position. For many years he has been active in the operating business. At one time he was the largest operator in Los Angeles and naturally knows all about the operators' problems.

"He has also had experience from the manufacturer's standpoint so that this combined experience should serve him well. He is a man of wide interests, activities and abilities. At one time he was president of the Los Angeles division of the California Operators' Association and vice-president of the State Association. We are glad to have him with us and we know that our distributors and operators will welcome an 'old friend' among them."

Murdock is truly a native of the West. His grandparents journeyed in a sailing ship around Cape Horn to the then new territory of California and settled in the

In speaking of his western trip, Mur-ock states: "Rock-Ola has an outdock states: standing line of phonographs. I believe that the West holds vast opportunities for further widespread distribution of Rock-Ola phonographs. I expect to cover a great portion of the territory this trip working with Rock-Ola distributors and operators and anticipate meeting many of my old friends.'

Janke-Gerhart Marry

HOUSTON (RC) - Operator A. L. Janke and Miss Viola Gerhart were married on the evening of April 27. The wedding at the Evangelical Temple was followed by a supper and reception, after which the couple left for a two weeks' honeymoon in Miami, Florida.

Operator Janke is one of the best known music men in this section. He and his brother, Paul, are owners of the Southern Piano Company and have operated continuously in this city for over nine years.

VOCALION

Tops Your "Must" List!

MACHINE REVIEW

Best Bets

In this department are listed outstanding records worthy of music operator attention. The numbers are picked from record releases of the past 30 days and cover only records not regularly reviewed in HITS ON DISCS.

BRUNSWICK

JACK TEAGARDEN (O) 8370, 8373
Persian Rug (FT)
The Sheik of Araby (FT)
If It's Good (FT)
Class Will Tell (FT)
EDDY DUCHIN (O) 8367
Stardust (FT)
Stormy Weather (FT)
HORACE HEIDT (O) 8368
S'005in' (FT) HORACE HEIDT (O) 8368
S'posin' (FT)
I'll Get By (FT)
I'll Get By (FT)
ELLA LOGAN (V) 8376
The Old Kent Road
Bonnie Mary of Argyle
JACK MARSHARD (O) 8374
If I Didn't Care (FT)
Blue Evening (FT)

BLUEBIRD

BLUEBIRD

WINGIE MANONE (O) 10266
Corrine Corrini (FT)
I'm A Real Kinda Papa (FT)
BLUE BARRON (O) 10267, 10277
I'm A Lucky Devil (FT)
How Warm Is The Weather (FT)
I'll Never Fail You (FT)
Roller Skating On A Rainbow (FT)
VINCENT LOPEZ (O) 10268
Blue Moon (FT)
How Am I To Know (FT)
GLENN MILLER (O) 10269, 10276
But It Didn't Mean A Thing (FT)
Runnin' Wild (FT)
Stairway to the Stars (FT)
To You (FT)
OZZIE NELSON (O) 10270
The Tinkle Song (FT)
Yours for a Song (FT)
DICK TODD (V) 10274
Prairie Boy
Gotta Hit That Texas Trail Tonight
JOHNNY MESSNER (O) 10275
Boom (FT)
Chew, Chew, Chew (Ft) Boom (FT)
Chew, Chew, Chew (Ft
THE SMOOTHIES (V) 10279
Alabamy Bound
You're An Old Smoothie

MACHINE REVIEW

DECCA

DECCA

RUSS MORGAN (O) 2436
Wishing (FT)
Little Genius (FT)
GLEN GRAY (O) 2437
If I Had My Way (FT)
Ay Ay Ay (FT)
PAUL WHITEMAN (O) 2439, 2466
The Toy Trumpet (FT)
Minuet in Jazz (FT)
Rose Room (FT)
I've Found A New Baby (FT)
MILLS BROTHERS (V) 2441
Goodbye Blues
Sweet Sue—Just You
WILL OSBORNE (O) 2442
The Gentleman Awaits (FT)
Tell Me Pretty Maiden (FT)
JOLLY JACK ROBEL (O) 2444
Jitterbug Polka
World's Fair Polka
BING CROSBY (V) 2447, 2448
I'm Building A Sailboat of Dreams
Down By The Old Mill Stream
Whistling in the Wildwood
If I Had My Way

HENRY BUSSE (O) 2453
Beer Barrel Polka (FT)
Hot Pretzels (FT)
ANDREWS SISTERS (V) 2462

Hot Fretzeis (F1)
ANDREWS SISTERS (V) 2462
Beer Barrel Polka
Well, All Right
CONNIE BOSWELL (V) 2463
Wishing
You've Got Me Crying Again
BOB CROSBY (O) 2464, 2465
I Never Knew Heaven Could Speak (FT)
Rose of Washington Square (FT)
The Lady's In Love With You (FT)
If I Were Sure of You (FT)
CHICK WEBB (O) 2468
Have Mercy (FT)
I'm Up A Tree (FT)
RAMBLERS (N) 2470
Taint What You Do (FT)
Money Is Honey (FT)
MERRY MACS (O) 2471
Chinatown, My Chinatown
Hello Frisco
VICTOR

VICTOR

VICTOR

SAMMY KAYE (O) 26243
The Tinkle Song (FT)
Prairie Boy (FT)

KATE SMITH (V) 26245
If I Had My Way
If I Didn't Care

HAL KEMP (O) 26247, 26255
Blue Evening (FT)
Yours for a Song (FT)
How Warm It Is The Weather (FT)
The Girl Behind the Venetian Blind (FT)

GRAY GORDON (O) 26253
If I Didn't Care (FT)
Why Don't You Try Your Love On Me (FT)

RICHARD HIMBER (O) 26257
My Last Goodbye (FT)
I'm A Lucky Devil (FT)

Improved Needle

announced by Gerett

MILWAUKEE-The M. A. Gerett Corporation, manufacturers of the Miracle Point phonograph needle, announces the development of a new needle that will eliminate many of the difficulties operators now experience in certain locations.

Officials of the company state, "The new Miracle Point is prepared to cope with the abuse phonograph needles get in machines that are subject to shaking and vibrating because of heavy dancing or unfirm floor supports.
"With this in mind a new shaft ma-

terial has been developed that provides the necessary strength to serve in all locations.

"The playing quality of the round point has been retained in the 1940 Miracle Point needle, and, with the greatly increased strength of the tip, operators are reporting unusual per-With a lengthened tip as formance. many as 2000 plays are common.

The new needle can be distinguished from bronze needles as the shaft is plated with gold and remains bright and attractive.

Officer Turns Operator

ST. FRANCISVILLE, ILL. (RC)—George Daly, who has in the past been known as an outstanding golfer, orchestra leader and, for five years, highway patrolman, joined the ranks of the phonograph operators here recently.

Daly has a string of phonographs from Golconda, Illinois, to Paris, Illinois. His machines are located in spots on the route he formerly traveled as a police officer.

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.-

Eastern Company 620 Memorial Dr., Cambridge

DENVER, COLO.

Hendrie and Bolthoff Mfg. & Sup. 1635 17th St.

> MILWAUKEE, WIS. Taylor Electric Company 112 North Broadway

NEWARK, N. J. -Krich-Radisco, Inc. 422 Elizabeth Avenue

NEW YORK, N. Y. -Bruno-New York, Incorporated 460 West 34th Street

OMAHA, NEBR. SIDLES CO. Music Mdse. Dept. 502 South 19th St. Victor and Bluebird Records

PHILADELPHIA, PA.

Raymond Rosen & Company 32nd and Walnut Streets

WASHINGTON, D. C. Southern Wholesalers, Inc. 1519 "L" St., N.W. 202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS



eigler Insurance

Buying a New Car or Service Truck, Mr. Operator?

Here's a timely tip . . . before you buy a car—new or late model used—investigate our finance plan which gives you lowest financing cost, small monthly payments, establishes bank credit, and allows you to transfer present automobile insurance to your new car without loss. Let us tell you about it without obligation to you. Call or write

ZEIGLER INSURANCE AGENCY, Inc.

417 South Hill Street, Los Angeles





Champs for the second consecutive year in the Tonawanda Industrial League, Wurlitzer workers prove they can do other things as expertly as they make phonographs. This championship team has lost only two games in two seasons of play. Composed of former scholastic and semi-pro stars, the group is colorful and brilliant in action. In business suit, on the left, is Coach Mike Vona; on the right stands Promoter G. E. Diel.

Injunction Denied

in union phono case picketing

HOUSTON (RC) — On May 11 District Judge Ben F. Wilson denied an injunction to stop picketing a local cafe, and held that the removal of a union phonograph and the replacement with a non-union machine was the same as replacing a union member with a non-union man. He further ruled that secondary picketing was legal since a bona fide labor dispute was involved.

Operator George W. Wrenn, who employed only union service man, was original holder of the spot. A second firm of operators, who are not connected with the union and hire no service men as they do all the work on their routes themselves, placed one of their machines in the spot, forcing Wrenn's phonograph out.

Negotiations between location owner and local union officials failed and pickets were placed around the location. Location owner, together with the two operators, sought an injunction against Electrical Workers Local 716 in connection with the picketing.

They sought to prove, among other things, that secondary picketing was not legal as no bona fide labor dispute was involved, because they employed no help and consequently were not guilty of unfairness to organized labor; that servicing and operating a phonograph was not skilled electrical work; that a collusion existed between Music Operators Association, Inc., of Houston and the local I. B. E. W.

The defense simply proved that when Wrenn's machine was displaced his service man, a union member, was deprived of a certain amount of his wages; and that the Music Operators' Association was an organization of phonograph owners and operators in no way connected with the union except that they had, as a group, agreed to employ only union service men.

The Association was not concerned in the case except in its own defense.

Music Operators' Association, Inc. of Houston

President—F. S. CLANCY; Vice-President, SAM AYO; Treasurer—LESTER HEARN; Secretary—M. M. SIMPSON, 518 Anita Street, Houston, Texas.

By JOHN G. WRIGHT

May was a quiet month for the Music Operators' Association of Houston. Two business meetings, each followed by lunch and refreshments, were held at the Milam Building on the first and third Thursdays of the month.

The meeting on May 4 dealt mostly with outside loud speakers. Police officials have reported numerous complaints about the speakers, Association officials state, and have asked support from the organization in suppressing unnecessary noise. Considerable discussion followed with the majority of members apparently favoring complete elimination of outside speakers. No official action was taken.

A prominent operator-member of the Association was accused of selling a phonograph to a location, and another operator, also a member, was charged with having knowledge of the transaction and witnessing the signature of the seller. Both men denied the charges and contended that signatures on the document were not their own. After a lengthy and heated discussion the matter was turned back to the Grievance Committee.

Walter A. Niemackl resigned as executive secretary. M. M. Simpson was employed by the Board of Directors to succeed him.



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Eastern Montana Wyoming Colorado Utah New Mexico

SOLD EXCLUSIVELY TO OPERATORS

Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns CODE TO SYMBOLS: O-ORCHESTRA; HB-HILLBILLY; V-VOCAL; N-NOVELTY; R-RACE

BLUEBIRD

JOHNNY MESSNER (O) 10282 RUMPEL-STILTS-KIN (FT) IT'S ALL IN A LOVETIME (FT)

The famous fairy tale blossoms forth as a rhythmic foxtrot with Jeanne D'Arcy vocalizing. Companion tune is a slower ballad.

Good.

BLUE BARRON (O) 10284
GIRL BEHIND THE VENETIAN
BLIND (FT)
YOU TAUGHT ME TO LOVE AGAIN (FT)
The sure-fire hit of Friend and Franklin fares
well at the hands of Barron and his men.
Put it on. Bound to please and draw in the
jack.

BIG-WIG IN THE WIGWAM (FT)
POLKA DOTTY (FT)
A brace of remarkable tunes. The brilliant trumpet playing of Hawkins highlights the second number. Recommended.

DECCA

GUY LOMBARDO (O) 2478

ST. LOUIS BLUES (FT)
AULD LANG SYNE (FT)
A sweet band playing a hot number doesn't seem hardly plausible, but when you get this disc you'll agree it's certainly possible. Coupling has Guy's theme song. Very good.
RUSS MORGAN (O) 2479

THE GIRL BEHIND THE VENETIAN
BLIND (FT)
DOES YOUR HEART BEAT FOR ME? (FT)
Morgan does the top number of the day in

DOES YOUR HEART BEAT FOR ME? (FT)
Morgan does the top number of the day in
swellegant fashion and corners the vocal
work himself. Worth plenty of promotion. Reverse is sweet, slower and somewhat more
romantic, if possible.

LOUIS ARMSTRONG (O) 2480
IF IT'S GOOD (FT)
WEST END BLUES (FT)
Crusty vocals of Armstrong excel on the

Crusty vocals of Armstrong excel on the "A" side. Number is good and this disc should pay its way handsomely. Straight instrumental foxtrot on "B" side is fair.

ELLA FITZGERALD (V) 2481

IF YOU EVER CHANGE YOUR

IF YOU EVER CHANGE YOUR MIND (FT)
IF ANYTHING HAPPENED TO YOU (FT)
The Fitzgerald name practically assures a music purchase and the patrons won't be unhappy with these renditions.

BOB CROSBY (O) 2482
HINDUSTAN (FT)
MOURNIN' BLUES (FT)
Red hot arrangements of torrid hits of a bit back. Leave it to the Crosby Bob Cats to do a swing number up right. Will get plenty attention.

PLEHAL BROTHERS (O) 2485
JOLLY CROWD POLKA (Polka)
AT THE MILL MARCH
Following the general style of "Beer Barrel

Following the general style of "Beer Barrel Polka" this one holds plenty of meat. Dandy recording capable of cashing in on the present polka craze. Harmonica duet with guitar and bass.

bass.

JOE DANIELS (O) 2486

LIMEHOUSE BLUES (FT)

ULTRA MODERN SWING (FT)

Top-notch numbers for automatic phonos.
Superbly recorded by the old drumsticks hotcha artist himself. Really fine instrumental numbers. numbers.

BABY HINES (Race) 7591
I'VE LOST MY HEAD OVER YOU
THIS IS THE END
True sob stuff with Baby Hines giving her
ll. Merits tavern spots.

VICTOR

VICTOR
DON REDMAN (O) 26258

IGLOO (FT)
CHEW, CHEW, CHEW (FT)
Redman arrangements of two novelty swing songs that will "click" off the nickels in any spot. The band plays with the drive and abandon characteristic of top negro crchestras.

TOMMY DORSEY (O) 26259
THE LAMP IS LOW (FT)
HYMN TO THE SUN (FT)
Here is another disc that appears to be tailor-made for ops. Second tune is a swing version of the famous Rimsky-Korsakow number. Great.

BRUNSWICK

Every Artist an ARTIST!

MAXINE SULLIVAN (V) 26260

I DREAM OF JEANIE WITH THE
LIGHT BROWN HAIR
DRINK TO ME ONLY WITH THINE EYES
A duo of delightful numbers beautifully recorded. Both are lasting favorites.

SAMMY KAYE (O) 26261
CONCERT IN THE PARK (FT)
MY LOVE FOR YOU (FT)
The Kaye recording of the new summer ballad "Concert In The Park" sets a new high for this type of song. Kaye's interpretation is outstanding in that the Three Barons handle the lyrics throughout with the whole orchestra joining in with brass band imitations. Very, yery good.. very good.

very good..

XAVIER CUGAT (O) 26262

CUBAN LOVE SONG (Rumba FT)

APPLAUSE WALTZ

Second number holds top place on this disc.

Taverns will do well with the number for it provides patrons with plenty of opportunity to hand clap along with the music. Clever.

(Brunswick and Vocalion reviews are omitted from this column due to failure of samples to arrive before presstime.)

He: "Darling, I'm crazy to hold you close, crazy to kiss you, crazy to pet you, crazy to caress you—"

She: "Then do something about it, you

BRUNSWICK

Every Artist an ARTIST!

the Money with Music's Big

Bluebird 10274—Prairie Boy Gotta Hit That Texas Trail Tonight

JOHNNY MESSNER AND ORCHESTRA Bluebird 10276—Stairway To The Stars

BLUE BARRON ORCHESTRA Bluebird 10284—Girl Behind The Venetian Blind You Taught Me To Love Again

TOMMY DORSEY Victor 26259—Lamp Is Low Hymn To The Sun



LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa SAN FRANCISCO 70 Tenth Street

BUYING IMITATIONS LIKE THROWING MONEY IN THE SEWER"



Thos. Murphy, Brawley, California, operator says: "I've tried several imitations of PERMO POINT NEEDLES and purchasing those imitations is just like throwing your money in the sewer!"

PERMO POINT

PHONOGRAPH NEEDLE

(With the Patented Elliptical Point)

The ONLY Needle used and recommended for the past 10 years by EVERY manufacturer—the ONLY Needle with the Patented Elliptical Point making it 2 points in I—The ONLY Needle for EVERY phonograph operator!



PERMO PRODUCTS CORPORATION

MANUFACTURING METALLURGISTS

6415 RAVENSWOOD AVE

CHICAGO

MACHINE REVIEW

Unique Contest Aimed to Kill Summer Phonograph Slump in Michigan

\$1000 for a song. That is the amount the Michigan Music Operators' Association is offering as prizes in their novel contest now being carried on by operator-members of the organization.

It all began back in April when Manager Max M. Marston announced the contest to members of the Association in a fashion almost as unique as the contest. Recording his speech on a phonograph record—which gave all the details of the plan—Marston played it before the entire membership at a regular meeting. He immediately followed this with the contest tune, which he had recorded on another record.

The plan was received with enthusiasm and was immediately endorsed by the group. "They feel," Marston reports, "that the idea has merit and will do a great deal for the Association by making the public more conscious of auto-

matic music."

The extreme simplicity and ease with which the contest is carried on has made it popular with operators. The working material consists of a lithographed card; a record especially recorded for the Association from a tune composed by a local song writer and played by an orchestra made up of local talent; and the usual title strip to list the record.

Members display the colorful card, bearing the announcement that \$1000 will be given away in prizes, on their phonographs in the various locations. The record is always placed in the number one position on the machine, as is the little strip indicating that the number one record is a contest tune.

Each point in the contest has been carefully worked out and the smoothness with which it has operated to date proves that details have been handled well.

The card indicates that the Michigan Music Operators' Association will award \$1000 in cash prizes to the ten best entries—said entries to consist of words to the contest record.

Directions on the card call for the fol-

lowing rules:

"Record Number 1 on this phonograph is a tune composed especially for this contest. It has never been published

OPERATORS REPORT
OPERATORS REPORT
AS MANY AS
AS MANY AS MANY AS
AS MANY AS
AS MANY AS

before, and is without words. PLAY IT. LISTEN TO IT. Then write your own words which, if you win, may be words to a new song hit.

"All entries become the property of the sponsors. Send as many entries as you wish. Be sure to include name, address, and location of phonograph, and name of operator. The attendant will tell you."

First Prize	5500
Second Prize	250
Third Prize	125
Fourth Prize	50
Fifth Prize	25
Sixth to Tenth Prizes, each	10

The names of winners will be posted on the same lithographed card following the close of the contest. At that time the tune will be recorded with the winning words and placed on the phonographs of all Association members. This additional feature should make the contest extremely popular and far more profitable to operators.

Total cost of the contest to the operator, including the advertising material, records, author of the tune, the recording band, and cash prizes amounts to 45c per record. This price is based on a minimum order of five thousand records.

As the record has two sides, one the contest tune, the other a red hot swing recording, its value to the operator is as great or greater than any record he can buy. Its quality is unquestioned and will stand up as long or longer than many records now used by operators.

Music operators of the Michigan Association believe the contest is just what they need to keep things going throughout the summer months. They have shown enthusiasm for the idea since it was announced, Marston states, and they report that the public has shown a great deal of interest in the contest.

Present plans call for a closing date of June 15 for the submission of words to the tune. How long the public will desire to play the winning number remains to be seen. Who knows, out of just such a contest one of the most popular hits of the season may be born? To Max Marston and the members of the Michigan Music Association should go an expression of gratitude for a new and very desirable idea.

(The contest described above has been copyrighted by the Michigan Music Operators' Association. Other Associations interested in the contest are invited to write Max M. Marston, secretary, 629 Penobscot Bldg., Detroit, Mich.)

Bermuda Cruise

cancelled by Wurlitzer Company

NORTH TONAWANDA, N. Y.—On May 9 the Rudolph Wurlitzer Company sent the following letter to their customers:

"Ever since our announcement in January we have been working and planning to entertain our customers in true Wurlitzer style with a Cruise to Bermuda on the S. S. Ile de France.

"Since the original announcement was

BRUNSWICK

Every Artist an ARTIST!



Phonograph, equipped with cards and records for the novel "song contest" now being sponsored by the Michigan Music Operators Association, is shown being inspected by Business Manager Max M. Marston and J. Mike Kratze. \$1000 in prizes are now being given away by the Association for the best words to a recorded tune.

made certain conditions have arisen over which we have no control and the French Line, owners and operators of the S. S. Ile de France, advise us that they cannot give us a positive guarantee that the Ile de France will be available on the date scheduled or any other date we might select.

"This letter is, therefore, a notice to you that the Bermuda Cruise scheduled for September 30, is hereby cancelled. We know that you fully understand our position and the necessity for this cancellation.

"Your enthusiasm and co-operation has been splendid and we want you to know that we sincerely appreciate it."

No additional information was given by the Wurlitzer Company at the time the letter was sent.

VOCALION

Tops Your "Must" List!

GRILLE

No. 75
FOR ALL MUSIC MACHINES
Regular Price \$14.75 Introductory Price

\$695

Improved Design—Can Be Installed in Less Than 5 Minutes' Time

ECONOMY PRODUCTION CO.

20 BANK ST., PHILADELPHIA, PA.
Write for Our Catalog.

27
coin
machine
review

Phonograph Ops.

advised to allow
25 per cent depreciation

NEWARK, N. J.—Addressing the members of the Automatic Music Association of New Jersey, at their semi-monthly meeting on May 16, Roy Waldemede, comptroller of the Rudolph Wurlitzer Company, recommended the allowance of from 20 to 25 per cent depreciation per machine each year.

per machine each year.

Waldemede's talk dealt with office accounting for the operator, and stressed the necessity of maintaining complete records on all machines. He advised, "The records of today are the basis for judging the results of tomorrow. Operators should maintain a card record for each machine, noting on the front the income per week and on the reverse side the maintenance, transportation, depreciation and servicing costs."

Everett Masterson, president of the Association, pointed out, following Waldemede's talk, that far too many operators fail to keep detailed records and consequently are not taking advantage of deductables on income tax statements. He announced that during the months of June, July and August the Association will hold only one meeting per month.

Harry Cohen Passes

CHICAGO—Harold Cohen, of Henderson and Webster, died here during May, leaving many friends and acquaintances in and around Chicago who deeply regret his passing.

As a tribute to Cohen, a man they all

As a tribute to Cohen, a man they all knew and liked, the song pluggers and office workers of the Woods Theater Building closed their doors between the



A phonograph that consistently takes in over \$90.00 a week operated by Joe Pariano in his own place of business, the Silver Dollar, in Houston, Texas. Joe, with hands in his pockets, is a bonafide operator-member of the Music Operators' Association.

hours of 2 to 4 o'clock on the afternoon of May 19.

Cohen was a jovial, hard-hitting salesman for Wurlitzer Distributors, and all who knew him will miss the continuous smile that helped to make him so popular with everyone.

A wife, Ruth Cohen, also connected with the music business, is left by Cohen.

Benny Goodman

meets phonograph operators of St. Louis

ST. LOUIS (RC)—At an informal reception held for Benny Goodman, sixty operators, dealers and music men met the famous maestro here, May 10.

Martin Balensiefer, St. Louis Wurlitzer distributor, was host to the group at the Wurlitzer office on Market Street. Mrs. Balensiefer acted as hostess, entertaining wives and women operators during the reception.

Goodman, who was playing a week's engagement at the Fox Theater in St. Louis, was pleased by the large display of his own records laid out in the showroom and played during his visit. Although he had only one hour away from the theater, he managed to meet most of the music operators of the St. Lou's district.

Included among the visitors was R. W. McAllister, veteran phonograph operator from Louisiana, who has been handling Benny Goodman-RCA-Victor recordings since the orchestra made its first set.

Bowlers Clash

in Wurlitzer's Fifth Annual Tournament

NORTH TONAWANDA, N. Y.—Winding up a strenuous season of bowling matches between plant and inter-plant teams of the Rudolph Wurlitzer Company, the Fifth Annual Inter-Company Bowling Banquet was held here recently.

Thirty-two inter-plant teams took part in the 1939 tournament to decide the champions of the year. A special match was held between the North Tonawanda Division and the Cincinnati office force.

A banquet, attended by several hundred bowlers, completed what officials claim to be the "bowlingest winter Wurlitzer workers have ever seen."

VOCALION
Tops Your "Must" List!

28
COIN
MACHINE
REVIEW



Around Northern California

By DOROTHY PETSCH
Activity on Coin Machine Row during May and June fluctuated between high peaks of selling and straight stretches where jobbers considered barking hot dogs at the Fair. There seemed a general lack of consistency in the whole affair. Weeks when games were going hot, phonograph jobbers complained that no operators ventured through their portals and the same tune was whistled through clenched teeth by the games men shortly after. Through it all, operators agreed that they were doing a swell business. None seems to know the answer, and so it's blamed on the Administration.

The Jack R. Moore office reports a big demand for Chevron, Double Feature, and Victory, all new Bally games the past month. The Bally Beverage Vendor has made its appearance in several splendid locations about town this month. Most interest has been created in its Embassy Theater location—the mop and broom closet. Wright and Ellis transformed into one of the smartest automats in town.

Believe it or not, the Laymons' have made an airplane trip! We don't know just what this proves but maybe you can supply the answer. In San Francisco they planned to stay two days take in the Fair, and visit the Jack R. Moore office where Johnny is getting in trim for his role as official greeter of World Fair visiting coinmen. They were shown such a good time that they stayed six days and not only did the Fair but every night spot in town.

The new Wolf Sales phonograph cabinet has become a hit of the month in Middle Western, Eastern, and Southern states confesses Wolf Reiwitz, owner and manufacturer. In fact business has been so brisk for him that every night this month he has worked until midnight. Not one sample cabinet sent out has failed to bring in a sizeable order. Used phonographs have had a good run as a result of the activity in cabinets, for Wolf has found that most orders for cabinets are accompanied by requests for music, too. May proved to be the best month this year for exports with close to ten thousand dollars worth of games and music shipped to foreign ports. Corrado Massagi and Sherman Olds, Jr., were added to the force in order to speed up work in the shipping department.

Art Brant, formerly associated with the Wolf Sales force and now located in Melbourne, reports business is excellent in Australia and New Zealand. In the longest single telephone conversation Wolf has ever held-eighteen minutes -Art placed an extensive order for games and music and managed to give views on weather, health, business, politics, and pleasure, all of which seem

to be very favorable.

May brought to San Francisco the semi-annual open house at the E. T. Mape Company when the new Seeburg phonographs, Classic and Vogue, were shown to over one hundred fifty operators from Northern California. Held in conjunction with the regular meeting of the Automatic Music Merchandising Association, Inc., it attracted seventytwo San Francisco and East Bay music men and close to eighty ops from Sac-



Wurlitzer employees gather at North Tonawanda for Fifth Annual Inter-Company Bowling Banquet. Thirty-two teams took part in the 1939 tournament.

ramento, Stockton, Fresno, Salinas, Monterey, and the Peninsula. Festivities lasted from ten in the morning until midnight with the phonographs sharing honors with the bar and smoegaasbord set up in the back of the Mape headquarters.

If there is any doubt as to the standing of the phonograph business this month the Mapes assure you it's all wet. 1800 phonographs were sold by them in this state during 1938 and sales are 38% higher this year than last. Who says

conditions are bad?

Furthering the prettying-up campaign at Advance Automatic Lou Wolcher has this month installed private offices for each of his sales force with inter-office communication linking each. The third floor has been fixed up as a penthouse for secretary Estelle Cyr while the second floor has been converted into super-conference rooms and office for Lou. Rare teakwood, rosewood, and mahogany have been used for the fin-

ish, says Lou, and a Brunswick bar, a Frigidaire, and Monterey couches installed for interviews with particularly tough customers.

"Have a variety of interests if you want to be happy," read Lou in a Horatio Alger story, and he never forgot it. This month he decided to put it into practise. He purchased 68 acres in San Jose, hired the fellow who built Bay Meadows, and had the land turned into one of the finest and largest race tracks in the West. Sunday, May 28 it opened as the San Jose Speedway after having been heralded for weeks in the sporting pages of local newspapers. Called the fastest track west of the Rockies, it promises to give its owner plenty of things to think about. Lou intends to keep it open as an auto race track, attracting stock, midget, and racing car entries over the summer months and later adding night fights, rodeos, polo matches, and swimming exhibitions. Outstanding driver on opening day was

MACHINE REVIEW

Still the Best Phonograph Available!!

Today, Wurlitzer's Great line of phonographs-Models 600, 500 and 61-stand as the leaders of the industry—the phonographs, from which all others have been patterned—the exclusive choice of America's most successful Music Merchants.

Long Beach Coin has all models in stock for immediate delivery.

See Us Today! We are authorized Wurlitzer Distributors



LONG BEACH COIN MACHINE EXCHANGE

1628 E. Angheim

Long Beach, Calif.

Gene Figone who drove a Crager Special. Sports writers stated that every well-known auto racer in this section was entered.

Not content with owning a race track, Lou has also purchased the eat and drink concession at the Calistoga Fair to be held over the Fourth of July weekend. Detail work for this event has been placed in the hands of Charlie Camp, well-known fair figure in the Bay district. Lou and Heine Grusenmeyer are withholding from their fans until the last minute the news of whether or not they will personally be selling hot dogs and ice cream.

The OK Novelty Company held its eleventh birthday party this month at the Sir Francis Drake Hotel with eleven couples in attendance. Owners Al Armos and Leo Gerckens planned it as a good old get-together of all members of the sales force and their wives.

J. S. Gilder of San Jose has been acting as office manager for the local Rock-Ola plant during the absence of Clarence McClelland. So successful is he that the Rock-Ola company has transferred him to the Middle West where he will be field representative. Jack Nelson of the headquarters office of Rock-Ola has been in San Francisco during the past week handling some details for the local office.

Florence Fletcher is the new book-keeper-stenographer at the Morrie Pollard office. Morrie has one of the Mills Novelty five cent newsreel machines out on location and it's proving to be a honey for taking in the cash.

Anne Mandel is hobbling about these days, the victim of an infected foot joint. She and her friends on the Row hope that the operation she had performed the past week will fix up the matter so that she can again resume her role of "twinkle toes."

Mrs. Felice Church has been given a new title at the E. T. Mape Company. She is now Manager-in-charge-of-operators. Vance and Mrs. Mape leave on the fifteenth of June for a three weeks rip to Alaska. Ed, meanwhile, flutters between his ranch in the San Joaquin Valley and the San Francisco office.

Joseph Baker, president of the local Automatic Music Merchandising Association Inc., reports rapid progress in the unifying of the Northern California section. More than twenty-five new members have been taken in during May. Messrs. Kelly from Washington and Smith from Chicago have been spending considerable time in town this month with Meyer L. Lewis, West Coast A. F. of L. chief. The federal charter of the Oakland chapter of California Music Operators Association was cancelled, and the Oakland boys are agitating for a separate chapter of the Automatic Music Merchandising Association Inc. which is affiliated with the International Brotherhood of Electrical Workers. Baker states that at the present time Lewis and his colleagues consider this inadvisable from an economy standpoint for it would require new offices and a separate office

To date San Francisco operators have signed up 100%. Fresno, formerly a strong-hold for the CMOA, has come through 70%. The main activity of the new Association at present is the setting up of standard commissions for each type of phonograph. Tavern owners who formerly received as high as 60% of the

take will now be paid uniformly. Baker admits that he expects a fuss when these commission prices are put into effect, but states that this is the first time when phonograph operators will get a real break. The location owner guarantees a fixed amount of money for his location and then shares the excess gains with the operator on a specified percentage basis. This is the first instance, believes Baker, when labor has organized on a commission basis.

Berman Sales Company have been going to town this month. With an all-time high for sales, operating, and exporting since their establishing the business three months ago, the Bermans have added to their force three agents: Harold Andree, Frank Feldman, and Robert Walsh.

Business is so good at Viking that owner Einar Wilslev had to work Decoration Day and what with Einar's being San Francisco's No. 1 sun bather and his having a brand new specially-built Plymouth, that's news. Viking is showing the new five cent packages of candy put out by Pan Confection for candy vendors as well as six new kinds of candy for penny vendors. The mint stock has been increased, due to the run on mint vendors during this month.

Gus H. Jensen, northern California representative for Viking, is building a chain of restaurants on wheels which will be completely equipped with vending machines of all kinds. Attractively constructed, decorated, and painted, they are being sold outright to operators. Jensen's activities in this new field will bring him to San Francisco where he will make his headquarters at Viking

Send Us \$12.00

and

We will send you—1 Mickey
Mouse Vending Machine, 8
Pounds of Boston Baked
Beans, 1 Gross Mickey
Mouse and Snow White
Charms.

(The original and only machine authorized by Walt Disney)

HAMILTON DISTRIBUTING COMPANY

275 Spear Street

San Francisco, California

Figures Don't Lie

Figures have proven conclusively to us that the best games on the market today are:

KEENEY'S

"Up and Up"

A 5-ball, free-play game. Zippy action, introducing new high score play principle, intermediate awards for individual skill shots . . . Priced much lower than other Keeney hits . . . Designed to earn fast money.

and

CHICAGO COIN'S

"Ocean Park"

A 5-ball, free-play game. Fast — colorful — packed with action—Tremendous earning power.

Multi-Races—Guaranteed—\$59.50

Write for prices on other 5-ball, free-play and other 5-ball games.

Wanted

Deuces Wild (gum vendor models)

Liberal allowance for cash.

The Herb McClellan Company

1354 W. Washington Blvd.

Los Angeles, Calif.





in West Coast vacation igunt

LONG BEACH-Over the phone the other night Warner Smith, manager of the M. Brodie Company branch in Dallas, announced his arrival here for a short vacation. "And furthermore," he concluded, "I don't want to hear anything about vending machines or merchandise until I've played a bit.

So "played-a-bit" he did, and on the sixth day he bounced in to see Steve Brodie and get the lowdown on the new

Smith was accompanied west by his wife and baby, and while here captured the biggest fish of the day on a fishing iaunt.

Traipsing back to Dallas Smith visited ops in New Mexico, Colorado and Oklahoma for Brodie, and capped his vacation by landing a very large order in Amarillo.

With Southern California Coinmen

Ray Moloney, president of the Bally Manufacturing Company, arrived in Los Angeles during the last week in May to "see what the West was like." He found Los Angeles very much to his liking, so much so that he stayed ten days and really saw the town.

It was Moloney's first trip to this section of the country and one that really sold him on the West. Paul Laymon states that Moloney thinks this is the only place to live. Moloney said that he had started for Los Angeles several times when he was a youngster but never quite made it.

Paul Laymon and Mrs. Laymon entertained Moloney several times during his stay here. A day at Catalina, one at Santa Barbara, and several nights at the "spots" helped to make his trip a real vacation. Laymon claims he made Ray "holler uncle" before he left, but there is probably a difference of opinion as far as Moloney is concerned. Anyway, everyone agrees they had a wonderful time.

Jean Minthorne held a Seeburg party in Phoenix during the latter part of May for the phonograph operators of that section. He presented the new Marbl-Glo Classic and Voque models for inspection. The showing, held at the Hotel Westward Ho, was attended by over twenty-five operators and their wives.

J. P. Seeburg was the luncheon guest of Jean Minthorne during the last week in May at the Jonathan Club in Los Angeles. Seeburg expressed his pleasure for the fine showing the new Marbl-Glo Classic and Vogue have made in Southern California. Jean reports that orders have been coming in steadily since the new models appeared on the market.

Percy Shields, of the Charlie Washburn Company, will leave soon on a vacation that will take him to Detroit, then home by the way of Port Alberni, B. C. In Detroit he will pick up a new car, probably a Mercury, and then proceed to Canada, where he will visit with Barney Bland, an operator in that section. After a week or so fishing, Shields will return to Los Angeles.

William Nathanson, Rock-Ola dealer for Southern California, is now on an extended vacation. Ordered by doctors to take a much needed rest, Nathanson plans a vacation of several months, during which time he will leave all business cares behind.

Mrs. J. C. Dorser, head of the Dorser Music Company of Fresno, was in Los Angeles early in June buying equipment for the route of Wurlitzer phonographs which she maintains in and around Fresno. The Dorser Company has over 300 machines on location with eight men employed to operate them.

Walter Reed, service manager for the Rudolph Wurlitzer Company, was in Los Angeles during the first part of June. He visited Bill Simmons on his trip throughout the country for the purpose of setting up and inspecting the new Wurlitzer "310" remote control senew Wurlitzer "310" remote control selector. From Los Angeles he traveled north to visit San Francisco and other northern cities.

The new Warner Voice Studio was a feature of one of Los Angeles' largest department stores during May when the store advertised the recording device on their radio program over KHJ. Considerable interest was drawn to the new coin machine by the radio advertising.

Bert Ramsey and Mrs. Ramsey, of Jennings and Ramsey, Bakersfield operators, were in Los Angeles for several days early in May. Ramsey visited the Southwestern Vending Machine Company and placed an order with Harry Kaplan for new machines.

He reports business is good in Bakersfield and that operators have agreed to take all one-ball machines off location. The late type machines are especially good, Ramsey reports.

New Alarm

ideal for all types of equipment

LOS ANGELES - Presenting for the first time a proven method of burglar protection, the Protecto Devices Company announces in this issue the new National Burglar Alarm.

Entirely mechanical, the alarm is adaptable to all types of coin-operated equipment and is especially suitable for equipment in the out-of-doors.

Lou Favorite, well known coin machine personality, has acquired western sales rights for this unusual device and is now busy servicing western opera-

Being entirely mechanical, the device fills a long felt want with operators who desire burglar protection at low installation cost.

Protecto engineers stand ready to advise operators on their protection requirements and there is no charge for this service.

E. C. McNeil

reports from Portland

PORTLAND-E. C. McNeil, representative for national Vendors on the Pacific Coast, sends word from the Northwest that candy machine operators in that section of the country find a steady improvement in business. The National candy machines are being received with enthusiasm, McNeil reports.

With his "salesroom on wheels," a 21 foot trailer that has been equipped for the demonstration of National and cigarette machines, McNeil is covering the states of California, Oregon, Washington, Nevada and Arizona. He plans to visit every merchandising operator in the states through which he will

McNeil reports that most of the boys are hard to find—they are out fishing in Oregon's many trout-filled streams.

Summer Games

featured by Bally

CHICAGO — Headliner, new Bally marble game, and the Bally Double Bell are both outstanding machines for summer trade, officials of the company state, as the organization prepares for a big summer business.

Jim Buckley, general sales manager of the Bally Manufacturing Company, is very enthusiastic about Headliner, a two-way play, five-ball novelty game. "Headliner is a carefully balanced combination of all the ingredients necessary for marble game money-making," Buckley states. "Available in regular novelty and free play models, Headliner is a game for any location, any territory and all types of players. While utilizing the sensationally successful 'Spottem' idea, it also features an ideal type of high score play in which scores sky-rocket to the big totals which players like.

"In addition to the fascinating twoway play, Headliner introduces a brand new action in Bally's clever 'boostable' bumpers. These bumpers normally score 100, but their value can be boosted by skill to 1,000 points.

"Headliner is fully metered and adjustable, has new no-hum free play coil, and the revolutionary 'floating power' which eliminates shock and noise due to vibration, increasing the life of mechanism and doubling the life of light bulbs."

Bert Perkins, sales manager of the Bally Bell division, believes that summer resort territory will see a large number of Bally Double Bells this year. "Due to the unusually heavy response to our 'Get-Wise' Offer, the Bally Bells are sure to be popular this year.

"We want bell operators to get wise to the more than double earning power of Bally's Double Bell. In order to accomplish this we are shipping samples to bell operators subject to a fifteen day money-back guarantee.

The earning power and performance of the Bell are proven facts and our trial offer is the operator's chance to get cash-box evidence without risking a penny.

Ancient Music Box

found in operation

NEW ATHENS, ILL. (RC) - What is perhaps the oldest coin operated music machine in the Southern Illinois area was uncovered here recently by A. G. Beard, operator of vendors and phonographs along the eastern bank of the Mississippi River.

The old music box, a Violano Virtuoso, is still in good shape and the original set of pieces are still in use. According to the proprietor of the location, it had never been removed during prohibition, and it was played by coal miners and rural residents constantly during that period.

No owner's name was found anywhere on the box, and the money-deposit lockbox had no lock. The proprietor had simply moved in, taken the music machine as part of his fixtures, and operated it himself. It was replaced by Beard in May with a new See-

COIN MACHINE REVIEW

ROPE ON THE RUMP!

Did You Ever See That On a Menu?

OF COURSE YOU HAVEN'T . . . AND YOU'VE NEVER BEFORE GLIMPSED SUCH VALUES AS THESE:

Alps, free game\$50.00	Hi-Lo\$17.50	Ski-Hi\$ 5.00
Bally Reserve 10.00	Jungle 10.00	Swing 15.00
Buttons 20.00	Lightning 8.00	Splash 15.00
	Natural, free game 50.00	
Cargo 10.00	Oscar 17.50	Side Kick, free game 60.00
Dux 8.00	Multi-Races, free game 55.00	Stop 'n Go, free game 55.00
Exhibit Baseball 18.00	Palm Springs 17.50	Turf Champs 20.50
Fiesta 17.50	Peachy 32.50	
Genco Hit 17.00	Recorder, free game 10.00	Trophy, free game 50.00
Gay Time 19.00	Rocket 8,00	World's Fair 15.00

• NEW GAMES

Chi. Coin TOPPER	89.50	Genco AIRPORT	89.50
BOX SCORE	89.50	Exhibit ZIP	99.50
Bally CHEVRON	89.50	GUN CLUB	89.50

OCEAN PARK...... 91.00



1937 Wurlitze Skee Ball \$85.00

LONG BEACH COIN MACHINE EXCHANGE

1628 E. ANAHEIM

LONG BEACH, CALIF.

Philadelphia Coin Machine Ops Assn.

COIN MACHINE REVIEW

By HARRY BORTNICK

The Philadelphia Coin Machine Operators' Association gained official recognition as a legal businessmen's organization recently when the Common Pleas Court Number Four of Philadelphia granted the group a Charter of Incorporation. The Charter legally entitles the Association to officers and recognizes its business methods as legal.

This important decision was handed down by the Court May 28, climaxing a long struggle by the amusement machine operators in this area for legal and official recognition. The judges agreed in their ruling that pinball games are legal machines which are intended for the amusement of players.

The plea for a charter by the Philadelphia Association was originally requested two and one-half years ago. At that time it was opposed by the police department and Mayor S. Davis Wilson, thus initiating the litigation which was completed this week by a complete vindication of the attitude assumed by the Association. The group has maintained at all times that the games are for amusement.

Immediately after the Charter was granted coin machine distributors of the Philadelphia area held a special meeting, at which time it was decided to send congratulations to the Philadelphia Association for its part in gaining added respect from the public for the entire industry as well as recognition from the courts and civic authorities.

A second court ruling which benefits

amusement machine operators is the verdict recently returned by the New Jersey Superior Court stating that a pinball game is not a gambling instrument unless it is used for that purpose.

It supported the stand of the Southern Jersey Amusement Machine Operators' Association that gambling must be proved upon a machine before the police could fine the owner. The Court therefore reversed the fine imposed upon a location owner for possession of a machine.

Congratulations have poured in upon executives of the local Association praising them for helping to place the industry upon a firm foundation. Extending his congratulations, Irvin Blumenfeld, president of the newly formed Maryland Operators' Association, and Harry Rosenberg, secretary, visited the local Association recently.

The two men held a conference with the executives of the Philadelphia Association and were given copies of all of the rules and regulations of the group to aid them in carrying on the building of their own organization.

Woman

holds "sit-down" on game

Play was really "held down" on an amusement machine recently when one of Philadelphia's more determined matrons decided to put a stop to what she termed her husband's "expensive gambling."

The woman held a sit-down strike on top of the machine and refused to move, insisting that her husband had spent a great deal of money playing the game. The machine was finally confiscated as a means of removing the woman.

When a copy of an affidavit by the woman's husband was presented to police by officials of the local association, the machine was immediately returned to the operator. The affidavit stated that the man had spent 35 cents.

WANTED TO BUY OR TRADE LATE NOVELTY GAMES, FREE PLAY AND PLAIN

CLEVELAND-CHICAGO AMUSE. SALES CO.
2729 PROSPECT AVENUE CLEVELAND, OHIO



In the Pacific Northwest

with
LOUIS
KARNOFSKY

Outside of possibly San Francisco, no other city in the United States is making faster strides in pioneering the coinoperated foot oscillator than Seattle. Leading department stores, shoe stores, shoe repair shops, beauty parlors, and the police department have gone down the line heavily for this device. So well has this machine done its work and so great has been the demand by footweary patrons, that Frederick & Nelson, longest established department store in Seattle, have a special booth for foot oscillators.

They are calling Cliff Carter, American Record's ace-high record juggler, "The Sphinx of Coin Row" after what happened last month. With the same look of fixed immobility on his face, Cliff went about his business as usual, breathing nary a word to a soul. Then one day he walked in and said matterof-factly: "Well, I've gone and done it. It's Mr. and Mrs. Cliff Carter from here on in." Just like that. Coin Row is still trying to find out the girl's name.

Superior Distributors, Inc., have been named exclusive distributors for Stewart & McGuire's new Dual, Feather Touch Cigarette Machines in the state of Washington. Co-owner Bert Farmer is predicting big things in the way of results.

The jobbing end of Heroux Enterprises has been incorporated under the name of Evergreen Novelty Corp. In charge of this division is Al Gustafson, veteran coinman. Earl J. Heroux will confine his activities to arcade management. His concessions at Redondo Beach and Playland Park opened May 13th, with capacity crowds attending.

Coin Row, particularly the phono men, will be glad to hear that Mary Casperson, for a number of years office worker at the Wurlitzer office and recently pinch-hitter for Genevieve DeLong at Decca, is doing right well for herself in the employ of the Empire Hotel in San Francisco.

Employees of the Jack Moore organization held a business convention in Portland on May 6th, and while Seeburg's 1939 policy and sales measures were in the spotlight, there was ample time for recreation. A dinner and dance at the Aero club on May 5th and a Sunday morning breakfast at the Benson Hotel with Henry Anchester, western sales manager of Seeburg, as host, provided the employees of the five Moore branches with "the pauses that refresh."

Coin machines received added distinction on May 27 when the Shriners arranged for a display of coin operated equipment in the lobby of the Civic Auditorium for their Northwest meeting and banquet. The purpose was to create a carnival effect. The 2,000 Shriners in attendance were high in their praises

No More Empty Cashboxes No More Damaged Equipment

Your Protection Problems Solved With

THE NEW

NATIONAL BURGLAR ALARM

(PATENT PENDING)

Here is just the protection coin machine operators have been seeking for months and months . . . a completely mechanical burglar alarm to protect all types of equipment at small cost. The new National Burglar Alarm is the only mechanical alarm on the market today. It can be easily installed on all types of coin-controlled equipment in a very short time. Mechanism is completely concealed. Being entirely mechanical there are no batteries to wear out, no dead alarm when electricity is disconnected. The National



A Typical National Installation

is on the job 24 hours a day and gives a rousing sixty second bell ringing, clearly audible several hundred feet away, when equipment is tampered with.

All Types and Sizes to Fit Your Requirements

The National is available in several different sizes with a special size for every type of device to be protected. Unequalled protection for scales in outdoor locations. Furthermore the National is the lowest priced efficient alarm available today.

Our engineers will be glad to advise you on the type of alarms necessary to solve your protection problems. May we tell you more?

PROTECTO DEVICES CO.

1119 Venice Boulevard

Los Angeles, Calif.

Phone: DRexel 8785

of the Swiss music box and other arcade equipment furnished by the Evergreen Novelty Corp.

A movement to organize a local at the labor temple exclusively for coin machine service men is now under way. Better wages and working conditions is the banner under which they are campaigning. One operator, whose name we will not mention, is paying his service man \$12 a week. This service man is supporting a family on his wages—or trying to, we should say—and is finding the temptation of dipping into the cash box on his own accord hard to resist. More efficiency and happier employees will result if the move to organize culminates satisfactorily.

Personable Frank Allen climbed another notch on the ladder to phono-

graph fame when he received a well-deserved promotion last month. He left for his new post as manager of the San Francisco office of Decca on May 31. When Allen opened Decca's Seattle office some year-and-a-half ago the firm employed but two men. Under Allen's fine guidance, that number swelled to four and just last month another, Leslie Tobey, was added to the shipping department to handle the sharply rising volume of business that has been a keynote of Allen's managership.

Parties are thrown and banquets are staged twelve months in the year, but none come even close to equalling the annual blow-out tossed by Operator Arne Holtan. Sixty guests had a terrific time of it on the night of May 27. Feature of the evening's entertainment was an

33 COIN MACHINE REVIEW

NATIONAL CANDY MACHINES

are America's finest vendors of five cent candy bars. Smart operators are enlarging their operations with this new Merchandiser NOW.

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National Candy & Cigarette Machines

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imitation of Adolf Hitler given by one of the guests which lasted 45 minutes and had the audience rolling around on the floor from sheer merriment. Holding the top spot in the gustatory department was Arne's choice pickled

Coinings on the Cuff

Coin Row's busiest member last month was American Record's capable Al Muir, working neck-deep in a record survey . . . Most tired coinman for the month was "Ducky" McFarland who was the object of a terrific barrage of wise cracks and pin-sharp ribbing as the result of our May column.

Jack Nelson, vice president and general sales manager of the Rock-Ola Corp., was a Seattle visitor for one day last month... Back in our midst is the ever-popular Briz Crabtree of the Milis Novelty Company . . . There's a reason for that smile of expectancy on the rotund face of Heberling's Rudy Peterson these days. The Petersons will be a trio this fall . . . Merchandise machines and charms are booming to new heights in Vancouver, B. C.

Newest newcomer to the local operating field: J. H. Hauser, for 12 years a

leading coinman of Pasadena and Los Angeles, who is now in the merchandise board field.

Response to Rock-Ola's new table model phonograph is amazing, considering that no floor samples are available at this writing and delivery is not expected until July. Sales manager Ron Pepple of Northwest Sales is wearing out typewriter keys answering inquiries

Add Seattle visitors the past month: Ted Shafer of Yakima and Dan Shafer of Spokane, one of the few father-andson operators in the Northwest, and R. Schneider of the Pacific Amusement Company, Vancouver, B. C., a phonograph operator.

Seminole Indians

at N. Y. Fair like Bally Games

NEW YORK—Bally's famous O'Toole Indians seem to have found a tribe. At least a tribe has found Bally—and, according to Bill Rabkin, president of the International Mutoscope Reel Company, Inc., the braves hold long powwows every night around Bally pin games at the World's Fair.

Rabkin's company has the glorified Penny Arcade at the Fair grounds and feature Bally novelty action pin games exclusively. He reports that the tribe of Seminole Indians, brought to the Fair by the state of Florida, flock to the Arcade every night just to play the Bally games.

On one Saturday night recently, Rab-kin states, three of the Seminoles continued to play the Bally Basketball, without a halt, from 10:00 o'clock in the evening until the concession was closed at 1:00 in the morning.

Supplies Offered

PHILADELPHIA - A complete line of supplies and accessories for operators is being offered by the Economy Production Company of this city. First ad of the firm appears in this issue.

Among the many useful accessories are candy and gum carrying cases, nut carrying cases, tool boxes, record carrying cases, cigarette carrying cases, illuminated bumper grilles, economy speakers and extension speaker cabinets; all prices exceptionally low.

Our Motto Still Stands

"No deal is complete unless you are satisfied"

> BARGAINS IN USED GAMES RECONDITIONED — GUARANTEED

	Each	Each
10	Airways\$9.50	5 Lightnings\$9.50
	Bambinos14.50	3 Jungles14.50
5	Cargos12.50	10 Palm Springs19.50
-1	Cadet (reserve type)19.50	5 Rockets 8.50
3	Chico Baseball14.50	5 Snappys11.50
3	Ducks 9.50	4 Yales12.50
1	Jitterbug Reserve21.50	3 Zips22.50

Southwestern Vending Machine Company

2833 W. PICO STREET

LOS ANGELES, CALIF.

ROchester 1421

TOY OPERATORS

A NEW Inexpensive Toy Assortment

CHARM FILLER

1 gross assorted celluloid charms 60c each.

One of These Packs **Must Fit Your Needs**

or we will make up one for you!

"Hi-Low" Master Toy Packs
"Hi-Low" Snacks and Northwestern
"Hi-Low" Victor Packs
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"Hi-Low" Stamp Pack
"Hi-Low" Stamp Bag
"Hi-Low" Stamp Combination Pack
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Lead Bag
Lead Bag

Lead Bag Topper Toy Pack All American Pack

CHALLENGER PACK

WRITE FOR PRICES TODAY!

BRODIE CO. 2182 Pacific Avenue Long Beach, Cal.

MACHINE REVIEW

BROOKLYN, N. Y.—D. Robbins and Company will handle the new six-column Adams Gum Vendor, according to Dave Robbins, head of the organization. Holding 300 sticks of gum and vending six different flavors, the new machine is a product of the American Chicle Company.

"The machine is of modernistic design and requires a small amount of counter space," Robbins states, "It is easily placed on location and the Adams gum is going over in a big way. There is a demand for merchandisers that will provide a steady income to operators, and I believe we have just what is needed in the Adams Gum Vendor."

The HUB ENTERPRISES

SPECIAL NOTICE
TO JOBBERS, OPERATORS
AND DISTRIBUTORS!!

Because of necessity, all One-Ball Machines, Consoles and Slots being cleared out at sensational bargains. Don't lose any time; order at once. These bargains are ready for location and are practically like new. Remember—Anything you buy from us is backed with a money refund on demand if you are not pleased. We mean it!

ONE-BALL MACHINES

Bally Sport Page	\$55.00
Bally Entry	
Polls Fairnessed	24.50
Bally Fairgrounds	. 24.50
Mills 1-2-3	. 16.50
Western Paddles	. 22.50
Mills Big Races	32.50
Keeney's Derby Champs	35.00
Recitey's Delby Champs	. 33.00
Stoner's Champs	. 29.50
Bally Grandstands	. 77.50
Bally Arlington	. 19.50
Gottlieb's Multiple Races	25.00
Della Darahana	. 25.00
Bally Preakness	. 15.00
Derby Day, with Clock	. 12.00
Bally Fleetwood	22.50
Gottlieb Foto Finish	. 10.00
Polly Classic	10.00
Bally Classic	
Bally Hialeah	. 7.50
Bally Golden Wheel	. 10.00
Bally Thistledown	
Keeney's Winning Ticket	
American Beauty (Clock)	. 12.00

SLOT MACHINES AND STANDS

5c Mills Melon Bells, Serial Over 400,000	\$55.00
5c Mills Cherry Bells, Serial Over 400,000	
5c Mills Bonus, Serial Over 400,000 Mills Blue Front, 25c Play	62.50
Mills Blue Front, 5c Play, 380,000 and up	
Mills and Paces Metal Box Stands, with Keys	4.50
Mills and Pace Metai Folding Stands Pace 1938 De Luxe, 5c Play	1.50

CONSOLE MACHINES

Keeney's Dark Horse, 7 Coin	\$35.00
Keeney's Skill Time, 1937 Red Head	50.00
Mills Square Bell	60.00
O. D. Jenning's Derby Day, Slant Top	37.50
Keeney's Triple Entry	135.00
Keeney's 1938 Skill Time	89.50
Silver Bell	59.50
Stoner Zipper	69.50
	1000

OTHER BARGAINS

Daval Odd Ball, Reserve Meter	\$25.00
Daval Spinner, Reserve Meter	32.50
Daval Side Kick, Reserve Meter	35.00
Exhibit Shoot-a-Lite, Like New	50.00
Exhibit Merchantmen, Dome Top,	
Roll Chute, Penny or Nickel	25.00
Stoner's Turf Champ, Cash and Tickets	17.50

1/3 DEPOSIT WITH ORDER, BALANCE SHIPPED C. O. D.

43 So. Liberty St., BALTIMORE, MD.



The personnel of K. F. Wilkinson's United Amusement Co., San Antonio, Tex., (Rock-Ola central Texas distributors) turned out to see the brand new Rock-Ola "Display Room on Wheels." It is pulled by a new Buick and carries both Standard and DeLuxe Rock-Olas. "Ken" Wilkinson is standing second from the right in the back row.

Philadelphia

Newest members of the Philadelphia Coin Machine Operators' Association are: John Aguruso, Nat Bree, Bergelson and Zamachnick, A. Dubow, Fred Ehrgott, Herman Hoffrichter, Harm and Jaffee, M. Lowenthal, L. Lowenthal, George Silverman, J. Silverman, Eddie Spiegel, Lou Schwartz, A. Benoff, L. Gross, Sam Glassman and John Nicholas.

Eddie Balin, one of the most popular boys in the business, will marry Dorothy Dion, the daughter of a location owner on Balin's route.

A second engagement among local operators is that of Al Benoff to Lenora Sostman of Atlantic City.

Driben and Fireman announce the opening of offices at Ninth Street and Girard Avenue, where they will maintain a warehouse for their machines.

Congratulations go to Joe Brown, one of the oldest established operators in the business, who celebrated his thirtieth wedding anniversary during May.

Steve Bonatsos will become a father soon. Sam Klein is already busy handing out cigars since his wife presented him with a baby.

Sam Lerner has appointed ex-Operator Joe Garfinkle as manager of his Wildwood, New Jersey, arcade.

The partnership for the distribution of coin machines that has existed between Harry H. Brown and Herman D. Jaffee was dissolved during May. Jaffee retains the name of the Independent Sales and the offices, while Brown will open new quarters soon.

Snubby Sloan has acquired the interest of his partner, Harry Goldstein. Harry has gone into the construction busi-

ness

Lyn Brown, youthful operator, has perfected a coin operated back-rest for seats in stadiums. A large manufacturer has already shown an interest in the idea.

Leon Gross, brother of Bill Gross, well known distributor, has invented a machine which he thinks may succeed the radio rifle. He calls his game the Bow and Arrow.

Cy Glickman almost stole the spotlight at the toy show held in New York when he displayed his dancing Steppin'

Sam toy.

The K. C. Novelty Company, headed by Jack Kauffman, held a showing of the Bally Coca-Cola Vendor and, according to reports, was very successful in signing orders for the new machine—said to be a sure-fire hit for the summer trade.

The Rake Coin Machine Exchange is now established at its new headquarters at 22nd Street near Market. A complete line of merchandising machines will be handled.

Lewis Soklove, who operates under the name of Imperial Vendors, is now a music machine operator.

Jules Wenger is now adding phonographs to the large route of coin machines which he operates.

A new music firm has been established by Albert Stern and Edward Spiegal. The two partners operate under the name of the S. and S. Music Company.

Sam Stern has sold his interest in the United Music Company, in which he was a partner with Jack Sheppard and Bill Hopkins. Sam has bought the Keystone Music Company, including the headquarters at Spring Garden Street, from "Reds" Margolis.

35 COIN MACHINE REVIEW

+ CHARM PACKS +

144 Pieces Assorted
LATEST MAKE

SAMPLE - - - 60c Post-Paid

JAPAN IMPORTING CO.

542 Grant Avenue

San Francisco, Calif.

In New York

with
IRVING SHERMAN



Best news of the month comes from phonograph and cigarette machine distributors who report big increases in number of machines being sold. They say the influx of crowds for the New York World's Fair is causing a boom in machine vending. Also operators are learning of many new spots—furnished rooms, a new crop of ping-pong parlors and shoe-shine stands, where location owners are reliable and stands are well secured.

Now that summer is here Al Bloom does a Tarzan every morning through the jungle of Fort Tryon park. Al, who is doing fine as Managing Director of the Automatic Music Association, states, "From the way I see things up in Fort Tryon, there are plenty of locations for all the boys."

Bill Suessens has the desire to see royalty and has gone fishing in Canada where he hopes to catch a glimpse of the English sovereigns before they arrive in the States.

Max Cohen of the Automatic Music Company is back in circulation. He has been ill for about two weeks but has returned to work, still a bit weak. However, Max is consoled, for he explains that if he had fallen ill in the days before the AMOA his route would have been all shot to pieces. With the AMOA

REVIEW

it is exactly as he left it.

At the CMA meeting on May 25, the membership really had reason to be befuddled. To begin with, there are two sets of brothers in the Association that are always known by their last names. Thus, Allen and Harold Jacobs are always Jacobs; Jackson and Harold Bloom are always Bloom; and just to make a real evening of it, two members with identical names but not related kept bobbing up. Harry Pincus of Tobacco Service and Harry Pincus of A-1 Cigarette Service were the two confusing gentlemen. All we can say is we hope their creditors know the difference.

The CMA voted \$50 for the United Palestine Appeal. A permanent committee for the relief of refugees was appointed. The committee includes Jackson Bloom, Arthur Schwartz, Aaron Gosch, Allen and Harold Jacobs.

Abie's Irish Rose stands for more truth

than poetry. Despite a fair sprinkling of the sons of Erin in the AMOA, it has fallen to Abe Bernstein of the Academy Music Company to have more Irish locations than any other phonograph operator. Abie says he likes gefuelte fish but "give me good old corn beef and cabbage."

Lee Rubinow, president of AMOA, has been losing about four pounds every week and the boys say that by the time he hits the home stretch he will have that elfin-like figure he promised them.

Bill Alberg and Charlie Aaronson, two gentlemen not unknown in coin machine distribution and operation, have joined forces.

Jerry Lichner has parted with the Engelman boys of the Columbia Music Company and has joined the AMOA as a full-fledged member. Jerry has the best wishes of the boys on his latest venture

Meyer Spar of the Ditmars Amusement Center sold his route to Vince Trella of the Elkay Amusement Company. Meyer has stated that he thinks Vince got one of the best buys in the game.

Sam Kressberg paid the Directors of AMOA a visit and revealed that he is interested in selling his 50 per cent interest in the Capitol Automatic Music Company. Sam said he is perfectly content with his latest venture, the East Coast Distributors Corporation, a Seeburg outlet, and that this keeps him too busy for other interests.

Chris Metz of the Reliance Amusement Company has been reinstated by AMOA after an absence of three months. Quoting Chris, Al Bloom revealed that Chris felt like a man without a country during the time he remained outside the Association.

Jack Rubin of the Monarch Music Company announces that his wife has just presented him with a daughter their first child.

James Hicks, who resigned as office manager for AMOA, has joined Sam Kressberg's selling force and is doing all right. Hicks should do well as he knows most of the phonograph operators in the eastern territory.

Out of the Music Operators' Association only three weeks, Jim Noonan has changed his mind and decided to reenter. Jim says that from now on he will stick with AMOA.

Harry Van Opstall of the International Music Operators is in bed with a cold. Nothing serious, it is reported.

Barney Schlang is making good as outside field man for AMOA. The boys say that Barney has the stuff and they like him to come around.

The biggest mystery to a married man is what a bachelor does with his money.



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Ball Gum Vender Cigarette or Fruit Reels

STRAIGHT 1c OR 5c OR 1c - 5c - 10c - 25c COIN CHUTE

MECHANICAL PERFECTION
BUILT TO LAST FOR YEARS
NEW 1-2-3 STOP
ACTION ON REELS
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A proven profit maker backed by the famous Groetchen Guarantee

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BRASS-ALUMINUM SOU FOR SPECIAL TRADE CHECKS
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COIN COUNTERS-

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

GOODBODY'S

Bargain List is waiting for you. We Buy, Sell or Exchange, GOODBODY, 1824 East Main St., Rochester, N. Y. (MJJ-P) TOKENS AND CHECKS

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill.

SLOT MACHINES REPAIRED-

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (8-39)

COIN COUNTERS-

HICAGO.ILL

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. (SS-C)

Eleven Criss-Cross Tumblers

Lock BOTH SIDES of Plug into Lock Body

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Unique, patented, II Criss-Cross Wide variety styles, sizes, shapes . .

Only "CHICAGO" Locks Give You This DOUBLE Security

Tumbler mechanism. Locks each side of plug into lock body. DOUBLE security. Manually operated. Freezeproof. Break-proof. Stick-proof. Double bitted keys. Many key changes. Also many Thief-proof Single Bitted

Chicago "Ace" Lock > Standard Equipment on America's Leading Coin Operated Devices

Employs different, superior principle of lock construction. 7 pin tumblers operate in parallel sockets surrounding cylinder. Lock opens only with proper "Ace" ROUND key that defies duplication. Most Thief-Proof Lock Ever Built.

There's a Chicago Lock for Every Purpose . . . for new equipment and replacements . . . Al Chicago Locks insure— "UTMOST Security— LOWEST Cost"

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"Ace"

The Ace

Locks

Drill-proof

Shear-proof Thief-proof

ALL GOOD-

Bangtail, \$52.50; Jockey Club, Chuckalette, \$32.00; Flashing Through, Mills Rio, \$20.00; Fairground, Fleetwood, Flasher, Stables, \$27.00; Sport Page, \$65.00; Preakness, \$22.00; Foto Finish, Golden Wheel, Speed King, Derby Day, \$10.00; Lady Luck, \$18.00; Classic, Carom, Policy, Flying High, \$8.00; Blue Fronts, 5c and 25c, \$35.00; Extraordinary, \$23.00; Mills F. O. K. Freed and 10c \$12.00. Mills Old Google Fronts, 5c and 25c, \$35.00; Extraordinary, \$23.00; Mills F. O. K. Escalator, and Skyscraper, 5c and 10c, \$18.00; Mills Old Goose-Neck, double and single jackpots, \$6.00. Counter Games: Penny Paks, \$6.00; Zephyrs, \$10.00; Deuces Wild, \$9.00; Old Age Pension, Exhibit Dice, Turf Time, \$8.00; Skill Draw, Baby Tracks, \$10.00; Bally Tally, Bally Reserve, Ginger, \$15.00; Lark, Prince, Club Vendor, Tickette, Punchette, Draw 21, Baron, Skipper, Shorter, Cub. \$3.00, each, Open third, deposit Skipper, Sharp Shooter, Cub, \$3.00 each. One-third deposit, balance collect. TODD NOVELTY CO., 1400 N. W. 20th, Oklahoma City, Okla.



COIN MACHINE REVIEW

HOLLYWOOD SURPRISE MUDDLERS

- Can you discover the secret of these muddlers? They are made from well known hardwoods, but we term the wood "Amman" or "Aladye" depend-ing on which piece is being turned out.
- The woods are so worked and finished as to contain a secret which insures their successful use by even the most unskilled drink mixer.
- This secret will be discovered only by the most discerning people. In order to preserve the secret, do not lay the muddler down where it will cast a sharp shadow on its long edge.
- A Hollywood party riot. Be the first in your crowd to have a set.
 Excellent for salesboards, diggers, high score of week, etc.

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THE LITTLE GIFT SHOP

1115 Venice Blvd.

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OWNED & OPERATED BY THE COIN MACHINE REVIEW

SLUG CARDS-

Stop the slugs. REVIEW Slug Cards will. On heavy cardboard. 20c dozen, plus 10c postage and wrapping on each order. RE-VIEW, 1113 Venice Blvd., Los Angeles, Calif.

BARGAINS FROM DAVE MARION-

Write for our latest bargain list. We buy, sell or exchange. Largest stock in the Midwest. All machines sold on a money-back guarantee. We carry a complete line of all types of equipment and we always have real bargains. MARION COMPANY, Wichita, Kansas. (12-39)

FOR SALE-

25 slot machines, Mills, Jennings, Pace. Good condition. 5c and 10c play. All jackpots, Price \$10.00 to \$30.00, f.o.b. N. A. MORTENSEN, Klamath, Calif. (AMJ-P)

BARGAINS-

BALLY'S LATEST STREAMLINE HOT POPCORN VEND-ING MACHINES with Vanak coin chutes. Slightly used, guaranteed like new, \$45.00 each, 1 free with order of five. Net cost \$37.50 each. Deluxe Model \$7.50 extra. New machines \$59.50 each. 200 brand new BALLY STREAMLINE VENDORS in original crates, former operators direct factory price \$129.50, now \$69.50 each. De luxe model which includes toggle switch, metal popcorn waste box, latest improved coin chute, leg rollers, leg adjusters, keyed alike, etc., \$10.00 extra per machine. Build yourself steady, permanent income. 80% profit each nickel taken in. Will lease quantity above machines to financially responsible operators leading cities Michigan, Ohio, Indiana, New York, etc., on rental basis. Approximately \$5.00 monthly per machine with privilege purchasing same after six months' trial. Write for circular, full details, etc. Give us references. Only successful 5c automatic Hot Popcorn Vending Machine on market today. Over 200 now in operation City of Detroit. Exclusive Distributors BALLY STREAMLINE HOT POPCORN VENDORS. Recently purchased all machines available from factory and exclusive National Distribution Rights. Terms 1/3 deposit with order. 2% discount if full amount accompanies order. Will ship subject free examination. Satisfaction guaranteed. LEMKE COIN MA-CHINE, 31 West Vernor, Detroit, Michigan. (AMJ-C)

PROPHYLACTIC-

Fifty nearly new twenty-five cent Advance. Some in original cartons. Build a permanent income. Five fifty each. 1322 Lee, Long Beach, California. (MJJA-P)

WANTED-

500 Counter Machines or Games. Will allow credit of \$5.00 each for same. Write for complete details. ROY TORR, 2047-D South 68th St., Philadelphia, Pa. (MJJ-C)

SCALES FOR SALE-

Pace, Royal, Seca, Watling, etc., full reconditioned, immediate delivery. C. M. S. CO., 329 S. Wood St., Chicago, Ill. (AMJ-P)

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and Track Times. I buy and pay spot cash. I also sell Paces Races and Track Times. What do you want? For sale: Paper Rolls, Brakes and other parts. Write to CHARLES PITTLE AND COMPANY, New Bedford, Mass. (SS-C)

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REAL BARGAIN!

50 Eveready Four Column 1c Nut and Confection Vendors, \$6.50 each; entire lot, \$250.00. Remit 1/3 deposit. ROBBINS COMPANY, 1141R DeKalb Ave., Brooklyn, N. Y. (J-C)

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